

# *The National* **CLEANER & DYER**

First in the Drycleaning Industry since 1910

Buyers' Guide giving names of all manufacturers of drycleaning equipment and supplies—a list of all product trade names—the main addresses of all manufacturers—grouping by states and cities of manufacturers, their branch offices, jobbers and distributors. A discussion of cost control for the drycleaning plant. Data on plant management and operation. Table of contents on page 8.

*February*  
**1953**

**Guidebook Issue**

**OF THE DRYCLEANING INDUSTRY**

2 reasons why it pays  
to use **HYFLO** in your  
Charged System Cleaning:

Detergent efficiency  
is increased . . .



. . . and garments come cleaner, too!

NATURALLY you want your Charged System detergent to do the best cleaning job possible . . . and to stay on the job as long as possible.

You'll win both ways by using Hyflo<sup>®</sup> . . . the high speed filter powder that removes only the solid soil, and allows the active detergent to return to the washer for re-use. Thus you economically maintain your soap run at full strength . . . and also turn out cleaner garments for your customers.

Hyflo is a filter powder with characteristics specially suited to Charged

System requirements. Particle fineness is exactly right for trapping all dirt (lint, dust, and other solids) . . . while the crystal-clear solvent and detergent pass freely through the cake that builds up on the screen.

To get all the facts about Hyflo—how it can be used to increase the efficiency of your filtering system and save money too—ask your dealer for a copy of the brand-new Sixth Edition of the 52-page Dry Cleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, N. Y.

\*Reg. U.S. Pat. Off.



Johns-Manville

**HYFLO**

the original  
high speed Filter Powder





# BUCKEYE LIQUID RE-VI

**WATER REPELLENT • FABRIC RE-TEXTURER**

The protective finish for ALL fabrics is  
headline news from coast-to-coast...

Give Protective Finish To:

FORMALS • SLIP COVERS

NECKTIES

RAINCOATS • SNOW SUITS

DRAPERIES

... and many other garments!

Revitalize ALL TYPES OF GARMENTS with nationally known Buckeye Re-Vi! Your customers will notice the difference when you use Buckeye Re-Vi. Fabrics last longer and hold a press better. Garments resist soil, moisture and perspiration stains.

U. S. Pat. Applied For

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BUCKEYE RE-VI FROM  
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SYMBOL OF QUALITY

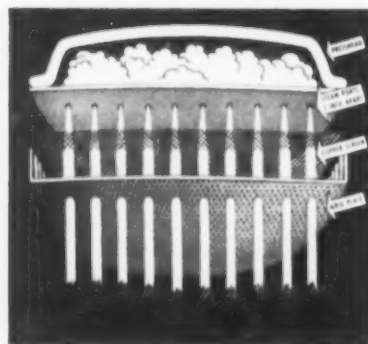
THE **DAVIES-YOUNG**  
SOAP COMPANY  
BOX 995 DAYTON 1, OHIO

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

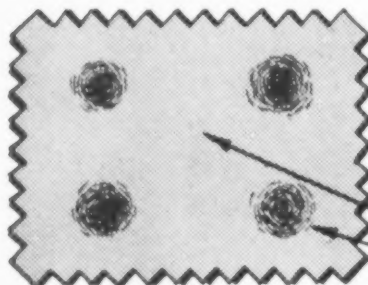
# SCIENTIFIC FACTS PROVE—

Your present presses have *uneven distribution of steam, uneven distribution of heat, uneven distribution of moisture*. Now those same presses can have *evenly distributed steam, even heat and even moisture* over the entire head pressing surface by inserting a Nev-R-Spot Liner between presshead and a Davis Press Plate. Only with Nev-R-Spot can presses have the required lower, uniform temperature (225 degrees) for safe finishing of such thermoplastic new fabrics as Dacron and Orlon. These "fuse" and "glaze" or shine if pressed with the dangerous high heat of over 300 degrees that exists if ordinary copper screens or woven liners are used inside the grid plate. Nev-R-Spot breaks the harsh steam jets, spreads the steam sideways through thousands of canopied openings to reach every fiber for 100% pressing satisfaction.

Whether or not a drycleaning press is fitted with a copper screen or woven liner between presshead and grid plate, high-temperature pressurized jets of steam shoot at high velocity through the presshead ports, through the screen (if any), through the grid plate and through the garment being finished. There is no diffusion to reduce the ve-



Steam shoots from presshead in harsh jets that drive undiffused through copper screen or woven liner, straight through the grid plate and hit garment with full force at heat over 300 degrees. Fabric between jets is too cool (under 200 degrees) and too wet. The result is uneven finishing.



locity of the steam, and there is insufficient time and space at this high velocity to permit the steam to lose its excessive heat and to condense.

By means of scientific temperature-measuring devices, it has been proved that under such conditions, with normal cleaning-plant steam pressures of 65, 70 or 75 pounds, the fabric being finished is subjected to temperatures of over 300° F. directly beneath the steam ports and to temperatures of less than 200° in the areas between the ports.

Moisture-content indicators likewise prove that the areas immediately beneath the ports contain no moisture and are subjected to excessive drying, whereas the areas surrounding the port openings receive considerable moisture.

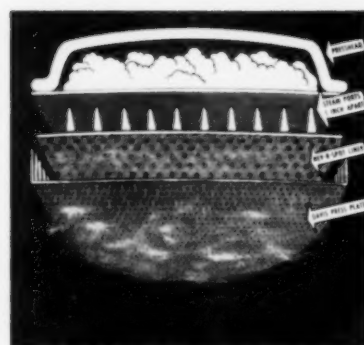
The fabrics being finished with a copper screen or woven liner inside the grid plate thus are subjected to a checker-board pattern of hot, dry steam alternating with cool, moist steam.

## NEV-R-SPOT LINER CORRECTS THOSE FAULTS OF DISTRIBUTION OF STEAM, HEAT AND MOISTURE ON PRESSES

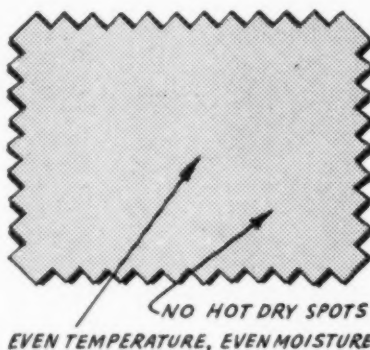
When a Davis Nev-R-Spot Liner is used between presshead and grid plate, the high-temperature pressurized jets of steam shooting from the presshead ports are diverted in a lateral direction... their velocity is reduced by the liner and they issue through the grid plate in the form of a gentle fog of saturated steam.

Scientific temperature-measuring devices prove that at standard steam pressures of 65, 70 or 75 pounds, on a press fitted with a Nev-R-Spot Liner, the fabric being finished is subjected to steam at a uniform temperature of about 225° (at normal operation) over the entire pressing surface. Moisture-content indicators prove that the fabric receives a uniform amount of moisture over the whole pressing area.

TOO WET AND COOL (UNDER 200°)  
TOO DRY AND HOT (OVER 300°)



Jets of steam from presshead hit Nev-R-Spot Liner and are converted to soft blanket of gentle steam with even heat and even moisture. Fabric (below) gets equal finishing of every fiber with no steam marks and less hazard of shine.



There is more effective utilization of the heat and moisture in the steam when a Nev-R-Spot Liner is used instead of a copper screen or woven liner. This is because the heat and moisture of the steam are deposited in the garment where they're needed rather than into the lower padding where they're wasted.

Woolens, silks, cottons and other fabrics made from natural fibers must have uniform moisture and heat conditioning. Fabrics fashioned from the new "man-made" fibers—such as Dacron, Orlon, Dynel, Acetate, Acrilan and Vicara—must have uniform, moderate heat conditioning. Both the natural and the synthetic fabrics, therefore, receive proper steam treatment *only* when a Nev-R-Spot Liner is used inside a press plate which has maximum perforations to allow the steam to reach all fibers of the garment, and which has a pressing surface that does not flatten and deaden the fibers.

The Davis Press Plate, which has six times more perforations than any other plate, provides six times faster steaming. And its exclusive (patented) "Fabric-Renewing" surface lifts the nap as it presses.

In the scientific pressing test described above, it was proved that while the Nev-R-Spot Liner improved steam quality with any grid plate, 100% pressing satisfaction was possible only with a combination of Nev-R-Spot Liner and a Davis Press Plate.

SEE NEXT PAGE ➡

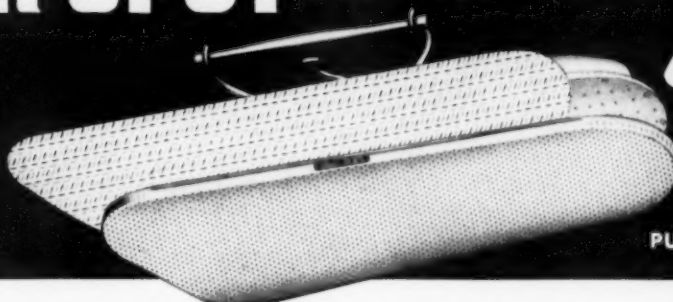
*"Miracle" fabrics need MIRACLE FINISHING!*

**DACRON** **WOOL** **DACRON or ORLON with NATURAL FIBERS** **SILK** **ACRILAN** **VICARA** **ORLON** **NYLON**

it's yours *Only* with the Davis

# NEV-R-SPOT Steam-Conditioning Liner Plate

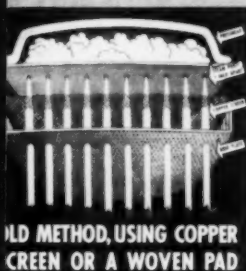
JUST PLACE  
BETWEEN PRESSHEAD  
AND GRID PLATE



*Positively* PREVENTS  
STEAM-JET ACTION THAT  
PUTS "HOT SPOTS" ON GARMENTS

CONVERTS HOT, DRY STEAM JETS INTO SOFT BLANKET OF FABRIC-REFRESHING STEAM  
WITH SAFE, UNIFORM TEMPERATURE AND MOISTURE—OVER ENTIRE PRESSING AREA

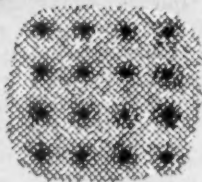
HERE IS WHY YOU GET STEAM  
MARKS...SHINE...HARSH FINISHING



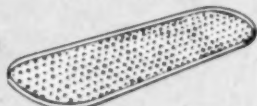
OLD METHOD, USING COPPER  
SCREEN OR A WOVEN PAD

High-pressure steam shoots in jets from presshead ports... drives on through copper screen or a woven liner, and on through grid plate, then hits garment with full force and leaves steam spots inch apart. Steam has no chance to soften the fabric.

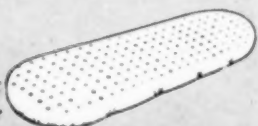
**LOOK**  
at the  
presshead marks  
in your present  
liner screen



**LOOK**  
inside your  
grid plate where  
steam from the  
presshead has  
gone through  
screen



**LOOK**  
at the  
steam marks on  
your buck cover



THE GARMENTS YOU FINISH GET  
MARKED, TOO! THAT'S WHY YOU  
NEED THE NEV-R-SPOT LINER

## ENDS STEAM MARKS FOREVER

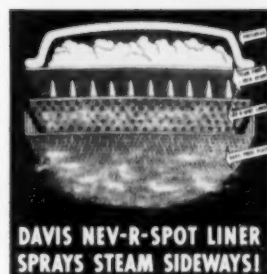
Garments made from Dacron, Orlon, etc. (called "miracle" fabrics in the textile industry), now are swamping cleaning plants. These heat-sensitive fabrics can be damaged beyond repair unless your presses are equipped with the sensational new Davis steam-conditioning Nev-R-Spot Liner Plate. Its thousands of tiny canopied openings spread steam sideways over the entire inside surface of the grid plate to caress each fiber of the fabric. Heat and moisture are made safe, uniform. Now, for the first time in cleaning history, even novice presses can handle difficult fabrics easily, without steam marks, because steam comes through softly, gently, with least hazard of shine. Garments receive firm, well-set finishing without a "pressed" look...the fabrics stay "alive"...feel like new. Nev-R-Spot Liners are available now for all dry cleaning presses.

FOR 100% PRESSING SATISFACTION

*You need BOTH!*

Davis NEV-R-SPOT Liner Plate  
Davis Fabric-Renewing Press Plate

	NEV-R-SPOT LINERS	DAVIS PRESS PLATES
38 to 46 inch models.....	\$10.95	\$14.85
47 to 54 inch models.....	13.95	19.25
Mushroom models.....	8.95	11.00



DAVIS NEV-R-SPOT LINER  
SPRAYS STEAM SIDEWAYS!

HEAT, MOISTURE AND VELOCITY  
OF THE STEAM ARE UNIFORM

Jets of steam from presshead hit the Nev-R-Spot Liner and are forced sideways through Liner's thousands of tiny canopied openings. The steam spreads like a blanket inside the grid plate, then issues evenly, gently, at uniform pressure and temperature, through the grid plate's perforations. Steam's moisture is evenly distributed to every fiber. Steam marks are banished.

PATENTED AND  
PATENT PENDING

ORDER FROM YOUR SUPPLIER...HE IS OUR DISTRIBUTOR

© DSI

**Davis** SPECIALTIES, Inc., CHICAGO 24, ILLINOIS  
MANUFACTURERS OF DAVIS PRESS PLATES



# FASTEST HANDLING METHOD CUTS COST 50%—PAYS FOR ITSELF

**SAVE LABOR:**

**SAVE TIME:**

**SAVE SPACE:**

**SAVE MONEY:**

Employees do less walking, reaching, stooping... are less fatigued... produce more, faster

By eliminating wasted motions and steps, every minute is utilized for actual production.

More production per operator and per foot of floor space means lower costs and more profit!



**BISHOP CLOTHES CARTS**

Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs. B2-100 \$33.75



**BISHOP CLEANERS SORTING REEL**

Automatic assembly, twice as fast in half space. Saves 25 miles of walking daily. Holds 350 dresses or 200 suits. B12-50 \$111.00



**BISHOP BAG-O-TEER**

Combined bagger, desk and rack for 3 sizes of bags. Fast, efficient, easy bagging in 1 square yard of space. B30-1 \$84.75

**G. H. BISHOP CO. CHICAGO**

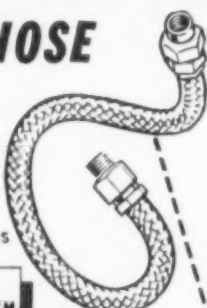


**Order Now FROM YOUR SUPPLIER**

**DAVIS HOSE LASTS LONGER**

NO BRAZING...  
NO PACKING...  
NO LEAKY JOINTS

**EXCLUSIVE MIRROR-SMOOTH MACHINED SEAT**  
*Seals instantly AND PREVENTS LEAKS*



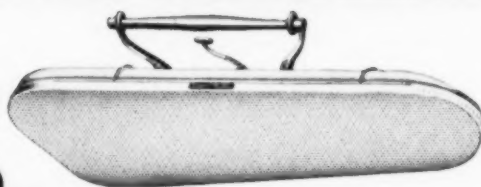
MF 22 fits all sizes HOFFMAN presses \$5.80 ea.

Other sizes to fit all makes and models of presses

Makes your old press finish like a new one because IT LIFTS THE NAP AS IT PRESSES!

**Fabric-renewing**

Have a Davis Plate on Every Press and another in reserve



**DAVIS PRESS PLATE**

Hoffman XCO5, XCO7, Pantex 45, New York 42, Butler 40, 42, 45 and other 36" to 46" models... \$14.85  
Mushroom models... \$11.00  
47" to 54" models... \$19.25

**Davis SPECIALTIES, INC. CHICAGO**

**Order Now FROM YOUR SUPPLIER**

**20% More Finishing—10 Times Easier**

with 50% LESS FATIGUE

**DrycoMatic THUMB-OPERATED STEAM-ELECTRIC IRON**



**Eliminates Foot Pedal Fumbling**

No Tiresome Reaching for Foot Pedals  
Feather-touch, Effortless Operation  
**NO HEAT IN THE OPERATOR'S FACE**  
Quickly Pays for Itself Out of Savings



America's Finest Finishing Iron

JUST PRESS THUMB LIGHTLY TO GET INSTANT STEAM

**DRYCOMATIC** Thumb-Operated Iron with cord, steam hose, solenoid valve, Cord-A-Way arm, pilot light and separator

MODEL 6330 3 lb iron \$82.50  
MODEL 6360, 6-lb. iron

**THE ONLY GUN WITH ADJUSTABLE SPRAY**

REGULATE IT ACCORDING TO WATER PRESSURE, TO TYPE OF FABRIC AND THE AMOUNT OF MOISTURE NEEDED

**Dryco E-Z SQUEEZE WATER SPRAY GUN**

- Sprays a MIST... not a stream
- Safety Shut-Off Valve
- More in use than All Others Combined



SIMPLY REACH... SQUEEZE... RELEASE

**MODEL F GUN**  
Complete with 5-ft. hose, coupling, valve and spring. \$10.95

**Dryco CORPORATION, CHICAGO**

24

**Order Now FROM YOUR SUPPLIER**

# FASTEST HANDLING METHOD KNOWN

**120 SHIRTS  
PER HOUR**

**BISHOP DRES'N'SPORT  
PEDESTAL-MOUNTED  
SHIRT FOLDER, MODEL  
B1-32, ONLY \$299.00.  
Deluxe Cabinet Type  
(illustrated) slightly higher**

**THESE BISHOP UNITS PAY  
FOR THEMSELVES BECAUSE  
THEY CUT HANDLING TIME  
AND COSTS**

# 50%

**Sort Anywhere  
in the Plant**

**Save Walking . . .  
Save Space . . .  
Save Labor**

**Let in Light  
and Air**

**Makes Sorting  
Simple and  
Effortless**

## **BISHOP SORTER-TRANSPORTERS IN 2 TYPES, 2 SIZES**

**For shirts:** Each bin 10" wide, 13" high, 18" deep. Model B29-3 (15 bins), 54" long, 54" high, \$109.50. Model B29-20 (20 bins), 54" long, 70" high, \$124.50.

**For wearing apparel:** Each bin 13" wide, 15" high, 18" deep. Model B29-8 (15 bins), 69" long, 54" high, \$120.50. Model B29-21 (20 bins), 69" long, 70" high, \$131.50.

Steel rod construction on angle-iron frame with 3" Neoprene swivel wheels.

**THEY GIVE YOU  
MORE PRODUCTION . . .  
MORE QUALITY . . .  
MORE PROFITS**

From folding to sorting, you turn out more work of finer quality, faster, easier and at less cost with these industry-proved BISHOP products. With a BISHOP Shirt Folding Table you can break the shirt-unit bottleneck . . . produce 120 perfectly-folded, collar-molded shirts every hour. When you have a BISHOP ShirTransport (either 50- or 100-shirt size) at each folding table, you cut out extra handling that destroys quality, wastes labor, adds to cost. As each shirt is folded, operator places it directly into the ShirTransport which, when filled, is rolled to the sorter—swiftly, safely, effortlessly. Just one laying-down, one picking-up, of every shirt. Then, for quickest sorting in least space, use BISHOP Sorter-Transporters. They eliminate dark, dirty, fixed bins . . . save miles of walking, hours of time.

## **BISHOP ShirTransport for 50 or 100 Shirts**

**Model B29-50 (50 shirts), 23" wide, 19" long, 2 sections 30½" deep hold 25 shirts per section, height 51". \$33.50 each in lots of 6; \$34.50 each in lots of 3; single unit \$35.50.**

**Model B29-100 (100 shirts), 45" wide, 19" long, 4 sections 30½" deep hold 25 shirts per section, height 51". \$51.50 each in lots of 6; \$52.50 each in lots of 3; single unit \$53.50.**

Steel rod construction; 3" Neoprene swivel wheels. Units fold in 3 seconds to 1/5 open size for out-of-use storage.

**G. H. BISHOP CO., CHICAGO.**



© 1952

**Order Now FROM YOUR SUPPLIER**



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**NED WINTERSTEEN**, General Manager

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# Simplified Spotting Chart

RED background for WET spotting

Rinse or feather with water or steam gun

BLACK background for DRY spotting

Rinse in solvent with filter circulation

## GROUP A

Albumen  
Blood  
Discharge  
Food, starch,  
sugar, sweets  
Glue  
Ice Cream  
Mud  
Perspiration  
Water marks

### Protein formula

11 parts Mulsolite  
1 part 26° Ammonia

### Prespotter

1 part Cyclo or 886  
1 part Solvent  
1 part Water

### Powdered digester

R.S.R.  
Mfd. by Wallerstein Co.

## GROUP B

Beer  
Coffee  
Dye stains  
Fruit juice  
Grass stains  
Liquor  
Medicine  
Soft drinks  
Tea

### Tannin formula

1 part Mulsolite  
1 part Gen'l Formula No. 209

### Powdered stripper

Streepene  
for whites only

## GROUP C

Inks

### Tannin formula

alternated with

### Protein formula

### Straight Pyratex

Marking and ball pen ink

### Streepene

for whites only

## GROUP D

Rust  
AND OTHER  
IRON  
COMPOUNDS

### Erusticator

Mfd. by Penn. Salt Mfg. Co.

### Tannin formula

for weighted silks

### Streepene

for whites only

## GROUP E

Asphalt  
Bottom streaks  
Grease  
Oil  
Paint  
Pitch  
Tar  
Varnish

### Dry spotter

1 part Pyratex  
1 part Solvent

### Wet spotter

1 part Pyratex  
1 part Water

### Dry spotter

1 part Cyclo or 886  
2 parts Picrin

### Volatile-dry

Straight Picrin  
for touch-ups

## GROUP F

Collodion  
AIRPLANE DOPE  
ENAMEL  
LACQUER  
NAIL POLISH  
NEW SKIN  
Lipstick\*  
Rouge  
Shoe polish

### Wet spotter

1 part Pyratex  
1 part Water

\*Use no water on lipstick

### Collodion remover

Straight Pyratex

# Stā•Nu

PATENTED  
FINISHING PROCESS

....is a  
zooms

WHAT IS STA•NU . . .  
WHAT DOES IT DO?

1. STA•NU replaces vital textile oils lost through wear and cleaning.
2. STA•NU makes fabrics look and feel new again—lively, soft, colors brightened . . . sheen restored, shine reduced.
3. **WRINKLES HANG RIGHT OUT** even after packing, crumpling, twisting. Clothes hold their press.

FINISHED WITH STA•NU

FINISHED WITHOUT STA•NU

Unretouched Photograph

Can you be a  
**Stā•Nu** licensed  
drycleaner?

**WRITE TODAY** for full details. Over a thousand fine drycleaners are already licensed to use the STA•NU patented finishing process. Franchises are still available in many cities for drycleaners who act *now*.

**STA•NU CORPORATION**

110 South Dearborn Street, Chicago, Illinois

# drycleaners' miracle! drycleaners' profits!

**LIFE**

New beauty treatment for clothes!

**Sta-Nu** the most exciting development in drycleaning history!

- Makes clothes shape properly
- Retels Wrinkles
- Feet bulky, wear longer

Send your clothes to the d

OVER 24 MILLION LIFE READERS... will see the issue in which this exciting 2-page Sta-Nu ad appears shortly... the opening gun in a continuing series. Extensive national advertising means business for Sta-Nu licensed drycleaners!

"My business has increased 35% after using Sta-Nu in my plant for 90 days. What more can I say", writes Ray Crowell, Crowell Cleaners, Batesville, Arkansas.

"Our business gain has been phenomenal. We have never had such an increase of customers as we have since installing the Sta-Nu process", says F. P. Kane, Crystal Cleaners, Burlington, Iowa.

Scores of letters like these show that drycleaners everywhere have already discovered that STA-NU eliminates complaints and wins new customers. STA-NU can increase your business, too!

THE STA-NU PROCESS is fully protected by Patent No. 2,606,377, covering the injection of liquid lubricants into steam for treating fabric garments while being pressed.



We'll be looking for you  
at the **Sta-Nu** booths

at the **NICD CONVENTION**

in **CLEVELAND FEBRUARY 13th, 14th and 15th**



## LETTERS to the EDITOR

### Intrusion of Salt Water

To the Editor:

I've just accepted an attractive offer to go down to Puerto Rico and take over the operation of a going dry-cleaning plant. The owner wants most to make use of my so-called "Yankee know-how." And to get off to a flying start, I have been closely following new equipment and new ideas coming into the drycleaning industry.

But I've since been told that there are a number of plaguing troubles that are peculiar to the individual plant, and some that are local in character. Training machine operators and setting up good maintenance are a couple of beauties.

Another is a special problem that has cropped up with the raw water supply. This is pulled by deep-well pumps but of recent years there's been a lot of sea-water seepage or intrusion. This pollution carries special troubles all its own.

Can you give me some ideas on methods of tackling or organizing this situation? D.J.

One of your first, and to us, most formidable problems to face up to is the shortage of fresh water. This salt-water intrusion is a condition that's been cropping up more frequently all over, where water is drawn from a deep well.

The origin of the problem is simple enough. Our civilization uses tremendous quantities of water and where we concentrate our populations we cover up the ground area with buildings, hard-surface roads, etc., that prevent any rain water soaking into the ground down to underground water reservoirs. These reservoirs have been building up for centuries and have been relatively untouched.

Lately, though, we've been sinking more and more wells and pulling this water up for use. When we get done with it we dump it to sewers and speed it out to sea, a practice that many engineers today recognize as extremely wasteful. But the more of this underground water we pull up, the less of a barrier there is between salt water of the sea in coastal areas or polluted water of rivers in inland areas. This water seeps into the void and we find our wells delivering a water that's unsuitable for most uses.

There are several time-tested devices on the market for correcting this water in limited quantities plus a number of experiments to bring the problem into line for large-scale users. Remember, most of us are used to paying about 10 to 12 cents per 1,000 gallons of water so today's treatment methods seem very expensive.

Up until recently triple-effect evaporators were the only practical solution. But they cost about \$1 for fuel alone per 1,000 gallons. Capital costs ran so high the small-plant man couldn't touch them.

During the War the Kleinschmidt vapor compression distillation method came into use, sponsored by Uncle Sam. The costs by our 10-12 cent standard were still very high, somewhere near 80-90 cents for fuel cost per 1,000 gallons.

The very latest designs we've seen reported by Cambridge Div., E. B. Badger & Sons Co., Cambridge, Mass., have greatly reduced the wartime costs. In fact, they've been brought down to where this company makes motor-driven packaged units as small as 400 g.p.h. The exact cost varies with the job. But for a sizable plant it runs about 50-60 cents for fuel per 1,000 gallons, or \$1.25 total, operating and investment.

These charges are for handling sea water which carries about

32,000 to 36,000 parts per million total of dissolved impurities. The distillate the device delivers is of the highest quality, down to about 5 parts per million.

You certainly don't need a water this pure. In fact, the water you are getting from your well is much cleaner than sea water so the load on the distillation equipment is much easier. You'll find you can shave costs by blending distiller output with untreated water.

Often your incoming water may be clean enough so that some form of ion exchange will pay. We're all more or less familiar with the job zeolites do in softening water. The new synthetic ion exchangers can produce a water purer than the best distilled in the laboratory. A checkup with a competent water consultant can tell you whether ion exchange is best for you or whether the latest vapor compression distillation equipment is your answer.—J.C.McC.

### For California Alumni

To the Editor:

I am writing on behalf of Pi Chapter, NICD Alumni Society in Los Angeles vicinity.

We would appreciate it very much if you would publish an appeal addressed to all NICD grads in our area extending an invitation to join us in our variety of get-togethers. We have social meetings for both men and women, technical meetings, etc.

I have been mailing notices to about 70 alumni, and our attendance has been around 15 to 20 with some guests included, which isn't too good for a meeting once each month.

Our meeting December 19 was at Goss-Jewett Co., program entitled "Production and Production Control." In November we had a delicious French dinner for our social meeting. Wives and friends were invited. About 20 persons attended. We met in Montebello, part of our plan to spread our meetings out over Los Angeles County, so as to give all members a fair chance to attend once in a while, anyway.

LEO SOUKUP, JR.  
Hoff Dry Cleaners  
910 E. Palmer, Glendale 5, Cal.

Secretary, Pi Chapter  
NICD Alumni Society

### Layouts on the Way

To the Editor:

I would like to take this opportunity to commend you on a fine trade magazine, which we are fortunate in receiving monthly.

We feel that we get quite a bit of valuable information from your publication.

We wonder if you could forward to us any available information regarding plant layout. We are in the process of moving to larger quarters and would appreciate any assistance you could give us in this matter.

Saskatoon, Canada

CUSTOM CLEANERS

We have no up-to-date plans available at present, but beginning with the March issue will run a series of articles on plant layout.—Enron





## CISSELL DRYING TUMBLERS

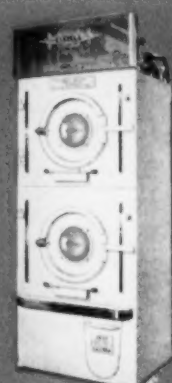
THE 36" x 30" GAS-FIRED LAUNDRY  
TUMBLER ..... \$550  
THE 4-COIL 36" x 30" STEAM HEATED  
LAUNDRY TUMBLER ..... \$550  
THE GAS-FIRED TWIN LAUNDRY  
TUMBLER ..... \$590  
THE 4-COIL STEAM-HEATED TWIN  
LAUNDRY TUMBLER ..... \$590  
THE 2-COIL 36" x 30" DRY CLEANING  
TUMBLER ..... \$600  
F. O. B. Louisville, Ky. Either white or  
pastel green baked enamel finish.



THE 36" x 30"  
LAUNDRY TUMBLER  
Gas-Fired or Steam-Heated



THE 36" x 30"  
DRY CLEANING TUMBLER  
Steam-Heated — Explosion Controls



THE TWIN  
LAUNDRY TUMBLER  
Gas-Fired or Steam-Heated

# EASY TO CLEAN

## BUILT-IN LINT TRAP

### OTHER FEATURES THAT MEAN BETTER, LONGER SERVICE

Automatic door switch to stop rotating basket when door is opened . . . full vision, heat-resisting glass door panel . . . identification card clip . . . sturdy bumper rail . . . laundry bag holder. (On Gas-Fired Tumblers . . . built-in steel brushes to clean burner in less than 3 minutes without removing assembly . . . Robertshaw Gas Throttling Valve to guard against overheating . . . Basoid Valve for full automatic gas cut-off and automatic safety pilot protection). (On Steam-Heated Laundry Tumblers . . . two, double heating coils with dampered heat control). Gas-Fired and Steam-Heated units on Laundry Tumblers are interchangeable, permitting conversion from one type to another at any time. (On Dry Cleaning Tumbler . . . equipped with explosion proof motors and switches . . . static steam spray . . . one, double steam heating coil with dampered heat control . . . static ground connection for rotating basket . . . automatic fire or explosion safety controls with automatic electric power cut-off in case of fire or explosion).

As trap is withdrawn, reverse air flow rolls and peels lint from collecting surfaces making its removal quick . . . easy. An exclusive Cissell feature.

### A CLOSE INSPECTION WILL CONVINCE YOU THAT HERE'S YOUR TUMBLER

**DESIGNED** to permit easy replacement of any part in less than 15 minutes. Actually, a basket can be removed quickly without disturbing belts or bearings.

**EQUIPPED** with separate motors for fan and basket, permitting fan to exhaust air during loading and unloading (a legal requirement in some states).

**POWERED** with a trouble-free Cissell Gear Reducer—equipped throughout with Timken Tapered Roller Bearings. All internal parts operate in a bath of oil. Made in Cissell factory for precision control of each part.

**ENGINEERED** to meet all modern drying requirements . . . now, and for years to come.

**STYLED** for streamlined beauty and peak performance by the manufacturer who has built the highest quality into laundry and dry cleaning equipment for more than 20 years.

# CISSELL

W. M. CISSELL MANUFACTURING CO., INC.

831 S. FIRST ST., P.O. BOX 1143—LOUISVILLE, KY.

Pacific Coast Office—4823 W. Jefferson Blvd., Los Angeles

Foreign Distributors Write Export Dept.—Cable Code: CISSELL

*Consult Your Jobber*





**SPOTS** before your eyes?

*time for*

**"O" Spotter!**

*Removes oil • lipstick • printer's ink  
grease • rouge • tar • pitch • road oil  
perspiration • indelible ink • salad oil*

Safe on all fabrics...all colors... "O" Spotter is fast and versatile. This universal, all purpose, pre-spotter contains no chemicals to foul or clog your dry cleaning system. Leaves no odor. Use it in naphtha, chlorinated solvent, and wet cleaning process plants with equally good results. Try it in gallons or drums on our money back guarantee.



**H. Kohnstamm & Co., Inc.** ESTABLISHED 1851

- 89 PARK PLACE, NEW YORK 7
- 11-13 E. ILLINOIS ST., CHICAGO 11
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**FOREMOST MANUFACTURER AND DISTRIBUTOR**



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**OF QUALITY LAUNDRY AND CLEANING SUPPLIES**

At Resillo's Booth 561, N. I. C. D. Show, Cleveland

# Another Big *Resillo* "First"!



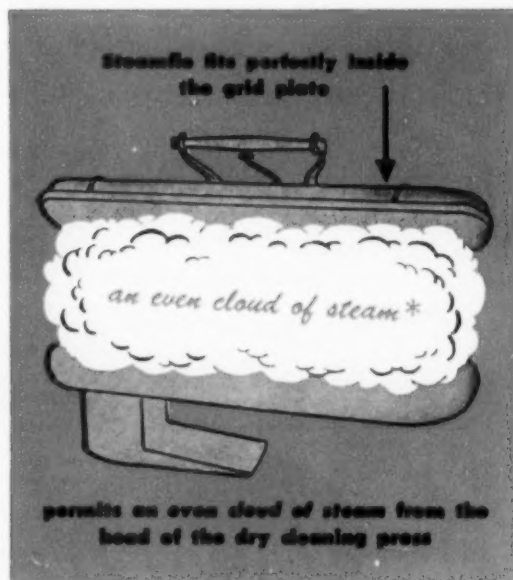
## Completely Solves **STEAM FLOW PROBLEM** on Dry Cleaning Presses!

Thousands of Steamflo Pads now in use all over the U.S. prove these statements.

1. **FINER FINISHING**—no garment "shine".
2. **FASTER PRESSING**—no more continuous steaming.
3. **LONGER LASTING**—rugged, resilient, stainless metal mesh construction.
4. **MONEY SAVING**—outlasts anything now used.
5. **STEAMFLO PADS** are made to perfectly fit inside the grid plate on the head of all makes and models of dry cleaning presses.

for \$ **6.95** each  
41" to 45"  
Gen. Utility  
Presses  
other sizes priced proportionately

Ask your Resillo Jobber now about the new Steamflo for the upper bucks of dry cleaning presses.



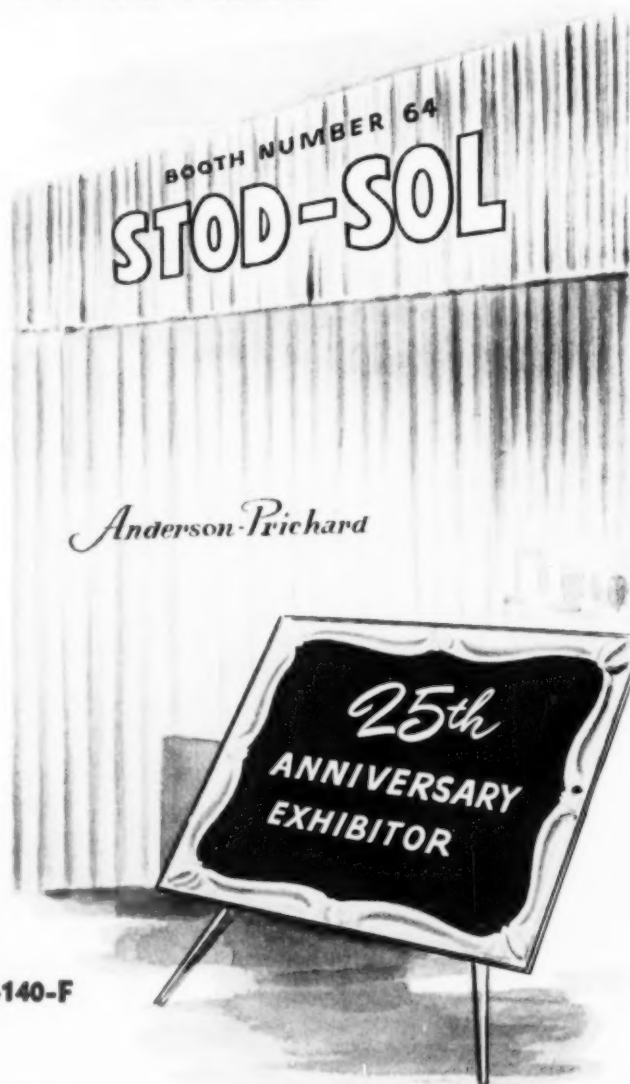
*Resillo* WORLD'S LARGEST EXCLUSIVE  
MANUFACTURERS OF METAL  
**PRESS PADS**

RESILLO COMPANY • 2328 WEST NELSON STREET • CHICAGO 18, ILLINOIS

*Like* National Institute of Cleaning and Dyeing Conventions  
and the Anderson-Prichard Oil Corporation . . .

# STOD-SOL and STOD-SOL Test Bundle Service GO TOGETHER

If your father was in the drycleaning business, he probably visited the STOD-SOL booth at the NICD Conventions. This is our 25th year of active participation in these industrywide exhibits. During these 25 years, we inaugurated the STOD-SOL "Test Bundle" Service to help increase your quality and efficiency... and our Bulletin Service, to help you keep informed of the industry's developments. Visit us at Booth 64 in Cleveland. We'll be looking for you.



PRODUCERS



REFINERS

*Anderson-Prichard Oil Corporation*

OKLAHOMA CITY, OKLA.



Today both PRODUCTION and QUALITY demand steam-air garment finishing, but

BEFORE YOU SELECT  
A GARMENT FINISHER  
... BE SURE TO

*look at  
and don't buy either*



THE PARIS  
MASTER

*both  
until you do*



THE OTHER  
FINISHER

## WITH THIS CHECK LIST,

make a brief examination of the two multiple-use steam-air garment finishers. Then you can decide easily and accurately

- which is the better designed?
- which is the better constructed?
- which is more easily operated?
- which one FINISHES the most garments?

## THEN YOU CAN BE THE JUDGE OF OUR CLAIM:

The NEW Paris Master yields higher production per operator hour of finished quality work than any other garment finisher because

1. The Paris is faster and easier to operate, and
2. The Paris requires fewer touch-ups and gives more pass-ups.



## COMPARE PARIS' UNEQUALLED ADVANTAGES

CHECK LIST		PARIS MASTER	OTHER FINISHER
1	Is the shoulder size instantly adjustable?	Yes	No
2	Are roll sleeves finished automatically?	Yes	No
3	Does the form turn so the operator can stand still?	Yes	No
4	Is minimum steam used without operator discomfort?	Yes	No
5	Can suede and all fur trimmed garments be finished safely?	Yes	No
6	What is the basic construction material?	Stainless steel	Black iron
7	What is the form's range of expansion, i.e., from how small to how large (average of measurements at shoulder, chest, waist, hips and typical hem line)?	108%	37%

This unmatched range of the form's size—108%—enables the Paris to apply needed pressure to more areas of different sizes of garments, hence to finish more garments better than is possible with any other finisher.

### Start Now Toward Better Finishing at Lower Cost

Ask your jobber to show you a NEW model Paris finisher. If you wish, he can plug it in any light socket; then even without steam, you can see for yourself why

THE PARIS TURNS OUT BETTER WORK FASTER.  
Write us for additional information and PROOF.

## GARMENT FINISHING EQUIPMENT CORPORATION

Exclusive U. S. A. Distributors for Paris Mfg. Co., Sales Office: 18 Brattle St., Cambridge 38, Mass.



## SIGNS of the TIMES

### DEFENSE DATA

The date for relaxing construction restrictions, formerly set at May 1, 1953, was moved up to January 1, 1953, by a recent order. Under the new order, self-authorization is permitted for industrial construction (including drycleaning plants) for 25 tons of carbon steel and 5,000 pounds of copper per project, per quarter. The date for increase of aluminum self-authorized quotas from 2,000 to 4,000 pounds has been kept at May 1, because of a temporary scarcity caused by power shortages in the Pacific Northwest.

Rental of dress suits, uniforms, costumes, academic robes, etc., has been removed from price control, on the principle that this service has no significant effect upon the cost of living.

Carbon tetrachloride has been removed from the list of scarce materials.

A 5 percent increase in retail ceiling prices for drycleaning and power laundry services in the Greater Portland, Oregon, trading area has been authorized. The OPS has also extended to drycleaning services supplied by power laundries in St. Louis, Missouri, a previous ceiling price increase of 7 percent granted on power laundry services.

# #

**New York Minimum Raised:** Higher minimum wage rates for drycleaning workers in New York State, as recommended by a committee representing the industry, labor and the public, have been approved by Industrial Commissioner Edward Corsi. The new order, which goes into effect February 15, increases the minimum hourly wage from 57½ cents to 80 cents. This, and a similar minimum set up for beauty-parlor workers, are the first state orders exceeding the Federal 75-cent minimum hourly wage. The order also sets an apprentice rate of 75 cents an hour for an 8-week learning period.

The revised laundry order raises the rate from 52½-57½ cents an hour to 70-75 cents, with the higher rate for workers in the larger communities. There is no zoning differential in the drycleaning order.

A proposed compulsory one-week paid vacation for both the drycleaning and laundry industries was turned down by Commissioner Corsi, because the law does not grant him power to approve such a provision.

# #

**Cleaners Win Safety Awards:** Drycleaning firms in Cabarrus and Rowan Counties contributed a large proportion of winners of the Certificates of Safety Achievement presented by the North Carolina Department of Safety. The awards were for perfect safety records during 1951 or reduction of accident rates by 40 percent or more.

Among winners for the fourth consecutive year was Family Cleaners, Salisbury, and for the second consecutive year, Cagle Dry Cleaning of Concord.

First-year award winners included: Puritan Laundry and Cleaners, Star Dry Cleaners, Sunshine Clean-

ers, Uneeda Cleaners and Wrenn's Cleaners of Kannapolis; Landis Dry Cleaners, Landis; Pless Laundry and Cleaners, China Grove; Faith Cleaners, Faith; Pounds Dry Cleaning, Concord; Al's Superior Cleaners, Deluxe Cleaners, Hartline Dry Cleaning, Ideal Laundry, Payden's Cleaners and Dyers, Super Service Cleaners, Taggart's Cleaners, Salisbury; Ingram's Cleaners and Mayhew's Cleaners, Mooresville.

# #

**"Facts" for Consumer Education:** An excellent new tool for educating customers on fabric serviceability and unserviceability, and on what they can and cannot expect of a reliable drycleaner is a booklet called "Facts You Should Know About Clothing." The booklet was prepared by the Boston Better Business Bureau and published by the Association of Better Business Bureaus, 723 Chrysler Bldg., New York, N. Y. Individual copies are available for 10 cents. Large orders, for distribution to customers, can be obtained at a lower rate.

Several state drycleaning associations, including Pennsylvania, Ohio and California, have obtained supplies of the booklet which are available to their members at a special bulk rate.

# #

**Public Service by Drycleaners:** All clothing collected by the Griffith Park Lions Club, Hollywood, California, for distribution to the needy, was cleaned without charge by drycleaner-member Blake R. Thorndill.

Ten percent of a week's business of French Cleaners, Nampa, Idaho, was donated to the March of Dimes by Lynn Sumpter, manager.

# #

**Holiday Participants:** In the Orlando, Florida, Christmas Lighting Contest for 1952, sponsored annually by the JayCees and the Orlando Utilities Commission, first prize in the retail store division went to Acme Cleaners. The cleaning firm display featured a rooftop Santa standing by in red underwear while his helpers got his suit ready for his Christmas Eve duties.

In York, Nebraska, both DeLuxe Cleaners and Foster Dry Cleaners entered floats in the town's annual Christmas parade.

# #

**License Fee Proposed:** A by-law establishing license fees for various types of business has been introduced into the city council of North Bay, Ontario, Canada. The fee for a drycleaning firm would be \$25 a year.

# #

**Well-Attended Clinic:** An educational clinic held November 16 at Anna, Illinois, under the sponsorship of Loomis Brothers Equipment Co., was attended by a large number of drycleaners from a three-state area. The principal speaker was Oscar Howard, fieldman of the National Institute of Cleaning and Dyeing.

# 1ST

**put all garments  
to be wet cleaned  
into the RSR bath**

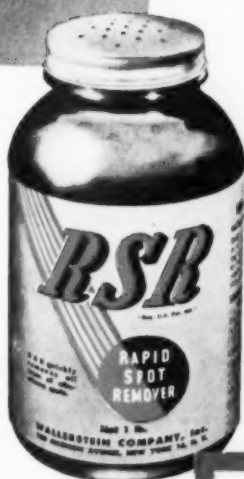
*It's the surest way to loosen  
all spots and stains in one treatment . . .*

*It's the surest way to avoid  
costly, time-consuming hand labor  
and risky, hard scrubbing . . .*

*It's the surest way to make the  
wet cleaning operation pay a profit!*

*RSR costs you only  
a few negligible pennies . . .  
less than 3 cents a gallon . . .  
because you get 141 gallons  
of digesting solution from a pound  
of the new, extra-strength RSR!*

**NOTE** Digestion in the RSR bath prior to wet cleaning is particularly advantageous in plants using the strong soap solution, as those spots remaining will probably be hard-set and tenacious. Unless those stains have been loosened by RSR, a dangerous amount of hard, hand scrubbing may be necessary to remove them.



**WALLERSTEIN COMPANY, INC.**  
180 Madison Avenue, New York 16, N. Y.

# DIGESTIT

A CONCENTRATED DIGESTIVE AGENT

## FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

You Will Probably Save \$2.00 to \$3.00 per Pound by Using this Fast Acting Digestive Agent! Gives Excellent Results in Spotting or Bath Treatment! Harmless to Colors that Will Stand Water.

## CHECK THESE LOW PRICES

1 lb. jar ..... per lb. \$2.00  
6 1-lb. jars..... per lb. \$1.60  
10 lb. jar ..... per lb. \$1.15  
4 10-lb. jars. per lb. \$1.15

# PEE-VEE

## FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

PEE-VEE IS AN UNEXCELLED PRODUCT FOR THE REMOVAL OF LACQUERS, FINGER-NAIL POLISH, AIR-PLANE GLUE, ETC.

Fast acting, easily rinsed, safe to all natural fibers, acetate and other rayons.

## CHECK THESE LOW PRICES

1 Gal. Bottle ..... \$3.50  
1 Case (4 Gal. Bottles) ..... \$3.15  
Per Gal. .... \$3.15  
5 Cases (20 Gallons) ..... \$2.85  
Per Gal. .... \$2.85

**RIVERSIDE**

A HIGH QUALITY LACQUER REMOVER

# HEXAMO

## FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

HEXAMO IS AN OUTSTANDING PRODUCT FOR PAINT, OIL AND GREASE REMOVAL, ALSO HIGHLY EFFICIENT ON OXIDIZED OIL STAINS, LIPSTICK, SHOE POLISH ETC.

Rinses out completely with solvent or water

## CHECK THESE LOW PRICES

1 Gal. Bottle ..... \$3.30  
1 Case (4 Gal. Bottles) ..... \$2.95  
Per Gal. .... \$2.95  
5 Cases (20 Gallons) ..... \$2.65  
Per Gal. .... \$2.65

# RIVERSIDE

## CHECK THESE LOW PRICES

1 Gal. Bottle ..... \$3.20  
1 Case (4 Gal. Bottles) ..... \$2.85  
Per Gal. .... \$2.85  
5 Cases (20 Gallons) ..... \$2.55  
Per Gal. .... \$2.55

**RIVERSIDE**

**RIVERSIDE**

# TIME TESTED RIVERSIDE PRODUCTS

... Made by The Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products In The United States

# WETSPOT

(Formerly called Wet Spotters)

## FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

NOT REALLY A WET SPOTTER... BUT A PAINT, OIL AND GREASE REMOVER THAT WORKS WITH AND RINSES OUT WITH WATER.

WETSPOT is a great help in board spotting and particularly during wet paring to remove paint, Varnish, Tar, Wax, Grease, Leather Stains and many others. You will be surprised at the effectiveness of WETSPOT

A PAINT, OIL AND GREASE REMOVER

# R-G-F

## FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

R-G-F is an unusual ink remover and covers a wide range in removing many other difficult stains with safety to fabrics and maximum safety to colors. R-G-F is normally diluted with an equal amount of water for general use which is very economical and you will probably pay much less for R-G-F than for what you are now using —

## CHECK THESE LOW PRICES

1 Pint Bottle ..... \$1.75  
6 Pint Bottles per Pt. 1.40  
1 Gal. Bottle ..... 8.00  
1 Case (4 Gal. Bottles) ..... 7.65  
Per Gal. .... 7.65

**RIVERSIDE**

RIVERSIDE GENERAL FORMULA

**RIVERSIDE MFG. CO.**  
4919-27 CONNECTICUT ST.  
ST. LOUIS 9, MISSOURI

# Outstanding Features!

*Here's Riverside's Answer  
To The Demand for a  
Perfected Detergent for the*

**STRONG SOAP or CHARGED  
SYSTEM OF CLEANING**

# REE-TEX

Equally Adaptable in the "Batch System" of Adding Detergent to Each Load. No Separate Product is Necessary for Adding Water.

REE-TEX is Light in Color, Barely Tints Solvent and Just a Look Tells You When the Solvent Has Picked Up Dye or Other Impurities and It is Necessary to Distill or Treat the Solvent with Darco, Magnesol, D. C. Filtrol or other purifying powder.

**REE-TEX** works with ANY filter powder.

**REE-TEX** does not affect filter pressure.

**REE-TEX** does not affect proper functioning of a vacuum still.

**REE-TEX** works the same with petroleum or chlorinated solvents.

**REE-TEX** makes a long dilution emulsion for adding water and no separate product is necessary.

**REE-TEX** is non-rancid and cannot leave an objectionable odor.

**REE-TEX** which is left in garments improves the body, feel, finish and color of fabrics to an extraordinary degree.

**REE-TEX** cleaning will please your customers.

## Write for the REE-TEX Folder

which supplies further information and simple instructions for using REE-TEX.

Oldest Exclusive  
Manufacturer of  
Dry Cleaning  
Chemical Products  
in the United States.

## RIVERSIDE MANUFACTURING CO.

4919-27 CONNECTICUT ST., ST. LOUIS 9, MO.

# RIVERSIDE

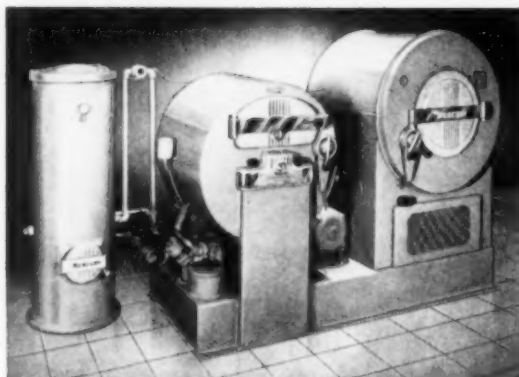




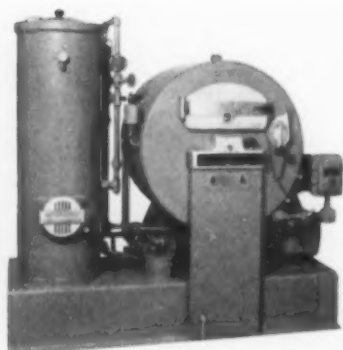
# MODERN WASHER-EXTRACTOR UNITS

**SAVE LABOR • SAVE SOLVENT • SAVE TIME**

- Available in 36-lb. and 48-lb. sizes
- Uses 140°F. or Stoddard solvent
- Ideal for use with Super Strong Soap
- Low investment, low maintenance
- Compact—only 5 x 10 foot space required
- Designed for \$1,000 to \$1,200 weekly volume
- Fastest air movement tumbler
- Completely vented to the outside



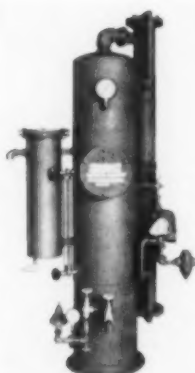
36-lb. washer-extractor, tumbler, filter, pump and storage tank in one complete system. \$2998.



**48-LB. WASHER-EXTRACTOR**

(Dimensions: 35" x 74" x 72" high)

Complete with storage tank, filter and back-wash, valves and piping. Also available in 36-lb. size.



**50 GPH VACUUM STILL**

- Higher quality cleaning; faster drying
- Less spotting; fewer re-runs
- Improves filter efficiency



**140°F TUMBLER**

- Size 36 x 30.
- 50 complete air changes per minute
- 6 temperature ranges for shrinkage control

**Over 3000 Successful Mercury Owners in U.S.A.**

**WRITE FOR DETAILS ON TWO-BATH SSS; WITH MERCURY**

**MERCURY CLEANING SYSTEMS, INC.**

549 W. WASHINGTON BOULEVARD, CHICAGO 6, ILLINOIS • TELEPHONE AN dover 3-5420





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# The Biggest Hit IN THE INDUSTRY **CHLOROPHYLL CLEANING**

*Plus*

**U SAN O**  
**INSURED MOTHPROOFING**  
**BOTH AT NO EXTRA COST**

Now you can offer the freshest, finest drycleaning ever with the amazing new CHLOROPHYLL Cleaning plus MOTHPROOFING. This sensational CHLOROPHYLL process will help rid garments of annoying odors. Chlorophyll cleans your clothes — fresh as all out doors, and protects them against destructive moths. U-SAN-O Mothproofing plus CHLOROPHYLL is used in the wheel, no extra labor or equipment needed.

Be sure to see your dealer for these two big customer attractions — CHLOROPHYLL Cleaning and U-SAN-O Insured Mothproofing.

## CHECK THESE FEATURES

1. Assures immediate increase in volume . . . Means more profit.
2. Stops Color-Bleed . . . Means better customer satisfaction.
3. Increases pass-ups . . . Means better cleaning, lower production costs.
4. Removes all odors in the wheel . . . Means less labor.

Fully protected by United States and Canadian patents

**AT  
NO  
EXTRA  
COST**



Copyright 1952 American Mothproofing Co., St. Louis



## BUSINESS BUILDERS

### Display Pulls in Stuffed Toys



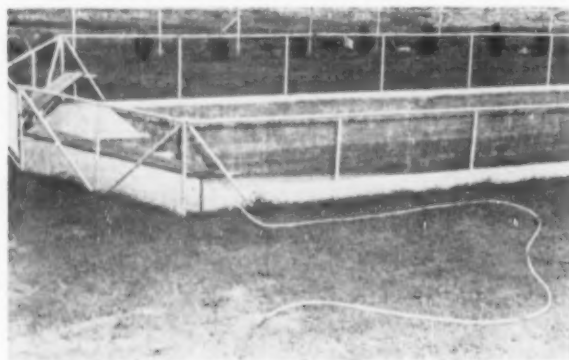
Every year at spring housecleaning time, Modern Cleaners and Dyers of Tacoma, Washington, sets up a stuffed-toy display. The display set occupies one side of the store and is lit at night so it can be seen from the street and sidewalk.

Built by a local commercial artist, the displays run 10 feet in length and stand 7 feet from the floor. Three 8-inch-diameter discs of foil, dotted with Scotch light, are centered top and bottom. On one poster insert there is a teddy bear that says "Take Me to Modern," and on the other, "We Clean Stuffed Toys."

M. Nordlund has used this stuffed toy display for several years with good results. Starting the week the display is put up, stuffed toys begin to roll in. The display has been very effective also during December. Volume at this period comes mostly from people who are giving used toys to local organizations.

Cleaning prices on stuffed toys range from 50 cents to \$3.50.

### Tallahassee Cleaner Goes Hollywood



Kent Martin has been in the cleaning business since he was in the fifth grade. When he was graduated from

the University of Wisconsin he made up his mind some day to build a plant and have a home with a swimming pool, although he had no idea then they would both come at the same place at the same time.

The place was Tallahassee, Florida, where the summers are hot, and the time 1947 when Josephine and Kent Martin opened their new Kent's Cleaners & Furriers. The Kents' apartment is on the second floor of the plant building.

As soon as the plant was going, Kent started excavating in the back yard for the pool. He did all of his own work.

The water used to fill the 16-by-40-foot pool comes from the water-cooled refrigeration compressors. The pump that circulates the water in the pool is attached to the drive line in the drycleaning room.

### Goodwill Service Includes Competitors



Free space and free promotion for competitors add up to an unusual public service by Rex Laundry and Dry Cleaners of Billings, Montana. A small store building owned by the company downtown is kept vacant, and it is lent to civic, school, church and lodge organizations for holding rummage sales and similar enterprises.

The only string to the free use of the room is that a sign, made up for each occasion, must be displayed on the wall in a lighted frame. Rex owner Frank Comte asks one of his competitors to join with him; the names of the two plants appear on the sign, as in the photograph above.

Mr. Comte says this might not make sense in some sections of the country, but in Billings it has done a lot to cement better relationship among members of the industry. Also, the free space made available for civic enterprises has considerable advertising value and has created a lot of goodwill.

# Check THESE HUEBSCH ADVANTAGES

**Before Buying Laundry or Dry Cleaning Equipment**

**PROVED DEPENDABILITY**

**LOW INITIAL COST**

**LABOR SAVING OPERATION**

**LONG RUN ECONOMY**

You get more from Huebsch equipment... greater production at lower cost.

Everywhere, Huebsch *proved* performance... and Huebsch *well-known* acceptance... make Huebsch the wanted equipment.

Get all the money-saving, money-making facts. Ask your local Huebsch representative for free literature and details or write, wire, or phone us direct.



More than  
**80,000**  
**HUEBSCH TUMBLERS**  
Now in Daily Use



FEATHER RENOVATOR



PANTS SHAPER



HANDKERCHIEF IRONER  
AND FLUFFER



SPRING-TYPE FILTER



TWIN CYLINDER TUMBLER



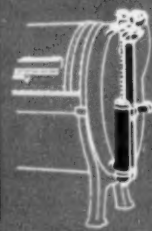
GARMENT DRYER



DOUBLE  
SHIRT-SLEEVER



FORM-RITE COLLAR  
SHAPER AND IRONER



AUTOMATIC  
VALVES

# HUEBSCH Originators

HUEBSCH MANUFACTURING COMPANY • 3775 N. Holton St., Milwaukee 1, Wis. • Division of THE AMERICAN LAUNDRY MACHINERY CO.

# EXZYME

*The fastest acting, most effective protein spot remover in cleaning history... gets out stains no other digester can!*



Mr. John C. Antonopoulos

## *Highland Cleaners & Dyers, Inc.*

MAIN OFFICE AND PLANT

344 Broadway, Lowell, Mass.

September 30, 1952

Pabst Brewing Company  
Milwaukee, Wisconsin

Gentlemen:

May I take this opportunity to express my utmost satisfaction with your new Exzyme Digester. After years of continuous and, what we thought, satisfactory results with \_\_\_\_\_ and \_\_\_\_\_ it was hard to be sold on a new digester.

We purchased a jar of your digester and put it in our supply room. When one of our spotters was having great difficulty with a skirt that was covered with blood as a result of a hemorrhage, I personally undertook to put your product to the test.

The results were amazing! There wasn't the slightest trace of blood and the customer, who had given up hope of ever wearing her suit again, was pleased beyond words.

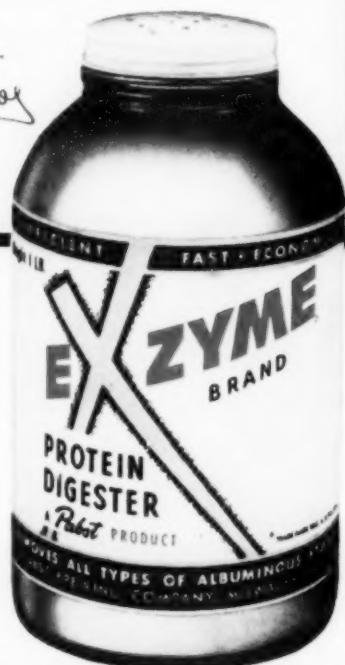
Needless to say we are converts and your digester is used by us exclusively! Finest Digester Sold—Anywhere!

Very truly yours,

HIGHLAND CLEANERS & DYERS, INC.

*John C. Antonopoulos*  
John C. Antonopoulos  
Plant Sup't.

JCA:



FROM COAST-TO-COAST CLEANERS AND LAUNDERERS ARE CHANGING TO EXZYME...

**and no wonder! Read why!** Never before a Digester like this! Faster, more effective, it's sweet smelling and has longer life. Won't go sour, dissolves instantly. Equally efficient in hard or soft water—in bath or on board. Easily flushed and is safe as plain warm water. Saves you money—gives you 50% more exzyme digester per pound than any other. Write for generous free working sample. Or call your local dry cleaning supply jobber.

Use more EXZYME and you'll use fewer "Sorry" tags!

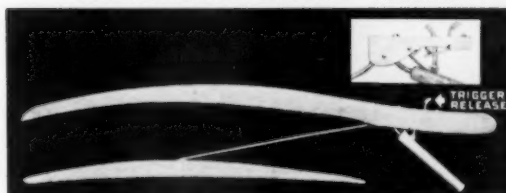
[ Visit our booth in space 117 at the Dry Cleaners Show, February 13 to 15 in Cleveland, Ohio. ]

EXZYME, Another Quality Product By Pabst! Pabst Sales Company, 221 North LaSalle Street, Chicago 1, Ill.

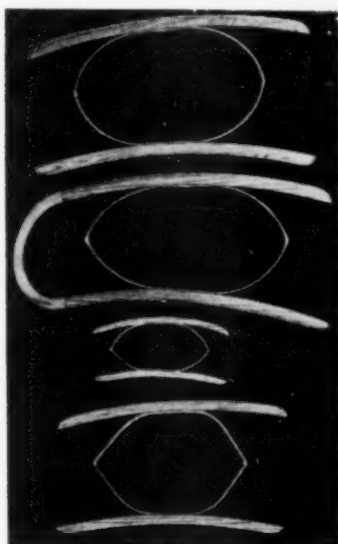


# GREATER EFFICIENCY and BIGGER PROFITS WITH NEWHOUSE PRODUCTS

## "ALL-IN-ONE" SLEEVE FORMS



**4-A. Introducing a New Patented Sleeve Form** that is self-locking in any position, and trigger released. Leaves the hands free for work. Short arm has straighter edge for forming the new, full-cut, straight coat sleeves. Enables you to do a better, faster pressing job... **\$5.95**



**1 SLEEVE FORM**  
**\$3.50**

**2 SLEEVE & SHOULDER FORM**  
**\$4.50**

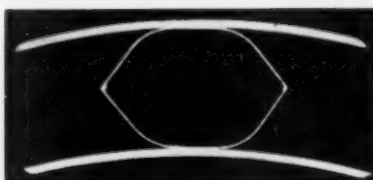
with heavier shielding for longer wear.

**3 SLEEVE FORM**  
**Pr. \$4.50**

For blowers, windwhips and Adjusta-Forms.

**3-A SLEEVE FORM**  
**Pr. \$5.75**

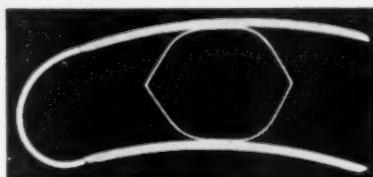
Length 17 1/2" Expansion 11"



**3-B SLEEVE FORM**

**Pair . . . . \$6.00**

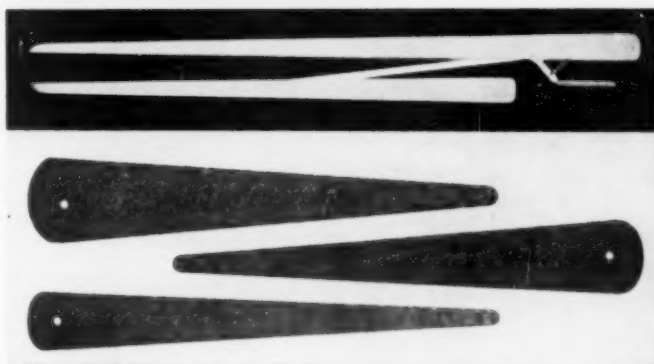
Lightweight. Length 25", Expansion 11". For coat machines



**3-BX SLEEVE FORM**

**Pair . . . . \$7.50**

With shoulder form. Ideal for Adjusta-Forms and coat machines. Sleeve comes off finished—no padding out of shoulder—no touching up. Saves time—saves labor costs.



**"ALL-IN-ONE" TIE FORMS**

**Top: Scissors Tie Form . . . . . \$3.00**

Bottom: Special DURON Tie Forms. Duron is a strong, durable wood fibre-plastic material that absorbs more moisture than any other type material. Ideal for hand finishing. Set of 3 . . . . . **\$1.50**

## New Improved, Expansion CAR RACK

**\$6.95**



Sturdier, stronger—now has full 8 inch expansion to fit any car. No springs to weaken or break. Foam rubber padding on shoes protects upholstery. Supports up to 200 lb. load.

## "ALL-IN-ONE" ZIPPER REPAIR TOOL

A wonderfully efficient tool—repairs any damaged zipper easily and quickly. No experience necessary. Soon pays for itself.

**ONLY \$12.95**



**"ALL-IN-ONE" TALON PARTS KIT**  
**\$8.50**

*If your jobber cannot supply you, write us direct.*

**NEWHOUSE CO. 3827 San Fernando Rd., Glendale 4, California.**

Visit our Booth 141 at Cleveland Convention February 13-15 where several new items will be introduced.

**Are you using** or planning to use the  
**"STRONG SOAP SOLUTION"** method?  
If so... by all means... consult **FLETCHER**  
about ***Rinsing in the Extractor.***

Be sure to see the Fletcher exhibit at the N.I.C.D.  
Convention, Cleveland, Feb. 13, 14, 15.

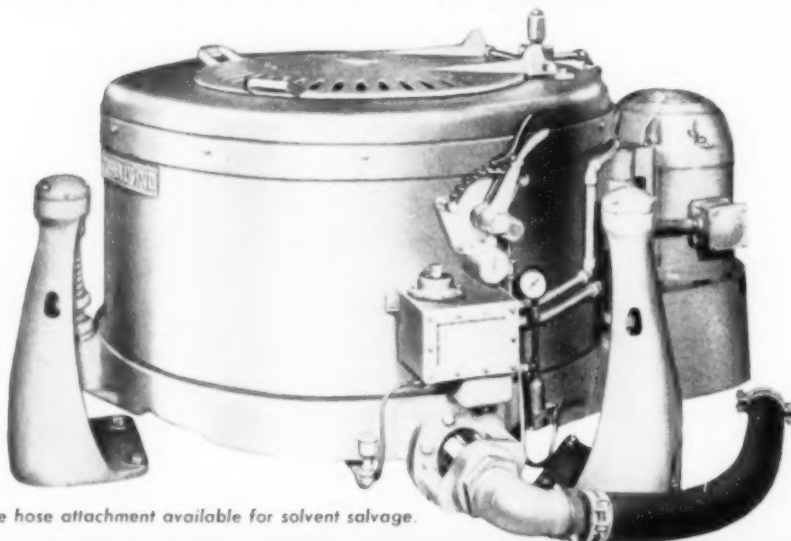
ALWAYS CHOOSE THE

*Fletcher*

**"WHIRLWIND" EXTRACTOR**  
for safe, high speed extraction

A favorite among dry-cleaners,  
glass-smooth basket interior pro-  
vides perfect safety for all fabrics.  
The exclusive automatic hydraulic  
brake and finger-tip control assures

easier operation and smooth, safe  
stops. Large capacity, effective self-  
balancing, easy accessibility all  
around the basket, all combine to  
speed production.

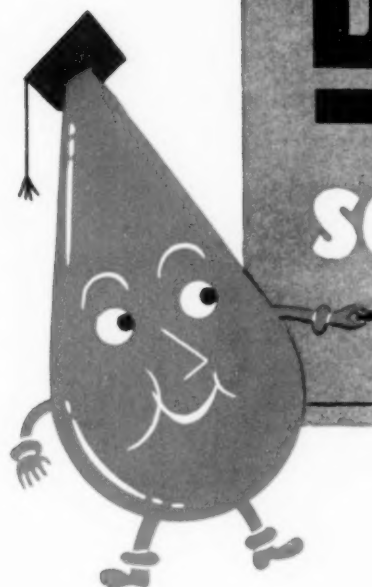


Fletcher "Junior" and  
"Whirlwind" Extrac-  
tors are made in 30,  
33, 40, 48, 60 inch  
basket sizes. For  
details write for  
bulletins.

*Flexible hose attachment available for solvent salvage.*

**FLETCHER WORKS**

213 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED - 1850



# DRISYN- self-charging

IT'S THE ONE-SOAP SYSTEM

• Ordinary charged soap systems require (1) drycleaning soap, (2) "moisture carrier". DRISYN performs both functions. It's the one soap system! This gives you these advantages:

1. **Maintenance of proper soap level at all times.** DRISYN is its own moisture carrier. When moisture is added, DRISYN further increases the detergency—and soap level—of the solvent. It's self-charging.

2. **Sweeteners can be used without reducing charge below recommended level.** Solvent can be kept in perfect condition at all times without excessive distillation. DRISYN is automatically added with moisture, thus maintaining proper soap level, even with use of sweeteners.

3. **Maximum detergency assured.** DRISYN need only work with DRISYN. It does not expend its energy

combining with a foreign substance. It is free to work only on the soil.

4. **Free moisture problems eliminated.** Since DRISYN is, in itself, a moisture carrier as well as a detergent, it provides maximum control of moisture.

5. **Effective in all systems—all solvents.**

6. **Produces top quality cleaning in strong, super-strong or batch soap systems.** In addition to providing maximum detergency at all times, DRISYN improves the feel, body and finish of garments . . . gives bright, sharp colors.

Literature and test kit provided free of any charge.

Write for further information.



CHEMICAL SPECIALTIES DIVISION

**E. F. DREW & CO., INC.**

15 EAST 26th STREET, NEW YORK 10, N. Y.

CHICAGO PHILADELPHIA BOSTON

## GADGETS and GIMMICKS

### Care of Flanged Pulleys

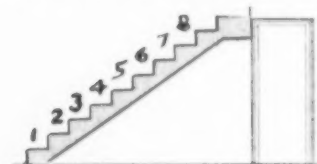


The accompanying sketch shows what often happens where flanged pulleys are not properly aligned. The belt tries to climb one of the flanges and as a result the climbing edge of the belt becomes worn and frayed, or it stretches. Sometimes the belt actually succeeds in climbing the flange and jumping off the pulley.

This climbing action is commonly caused by belt dressing or dirt accumulating on the pulley. The accumulation piles up until it is higher than the pulley crown, and since a belt always moves over to the higher side it is thereby pulled over against the flange.

To avoid this difficulty be sure that the pulley is amply wide so that the edges of the belt do not touch the flanges when alignment is correct. Then maintain true alignment, and keep the surfaces of the pulley face and belt clean.

### To Use Stairway While Painting



The sketch at the left shows how to use a stairway while the steps are being painted. First paint the odd numbers—1, 3, 5, 7, etc.—and use the even numbers—2, 4, 6, etc.—

while the odd numbers are drying. Then when the odd numbers are dried, paint the even numbers and use the odd. Of course, it requires a little more exertion to take two steps at a time, but most people can do it.

To make certain the freshly painted steps will not be stepped on, place a marker of some kind on each step that can be used.

### Steam Pipes Made Short

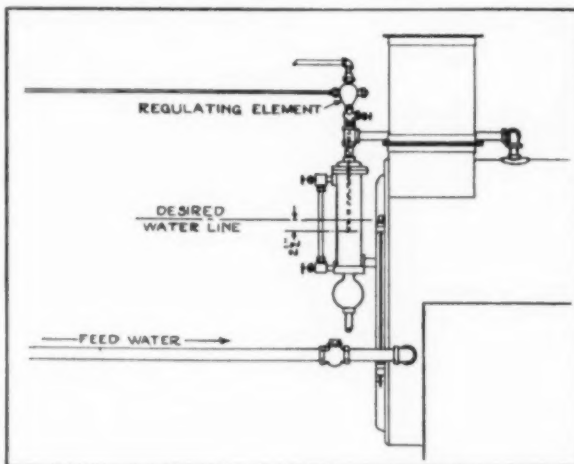
Here is a method for dimensioning lengths of steam pipes in such a way that they can be removed easily in case of repairs.

It is common practice, where a straight steam pipe is installed in an average plant, to make little if any allowance for pipe expansion when under steam. The expansion is permitted to "take care of itself," often creating dangerous stresses in the pipes and auxiliary connections.

To take care of these elongations in a place where bends were impractical or were to be avoided as much as possible, an engineering designer made the pipe initially short—a small fractional part of an inch for every 10 feet of pipe length. The longitudinal stresses in the pipe, when cold, were therefore tensional stresses. Hence, should it be desired to take out any length of the pipe, a bolted flange-pipe could be dropped out with the utmost ease.

Calculations were such that when the pipe is under steam pressure the shortage is taken up by expansion. Then there are no longitudinal stresses in the pipe whatever. So, in addition to making for convenience, this method possesses safety advantages.

### Continuous Boiler Feeding



Intermittent boiler feeding is undesirable for two reasons. First, turning on the feed water supply always entails a sharp increase in demand for heat from the furnace to heat this water to the boiling point, while turning it off sharply reduces this demand. Where this turning on and off is done arbitrarily, it is likely to result in wide fluctuations in the steam output of a boiler directly the reverse of what the load calls for.

Secondly, on account of economizers, feed-water heaters, water softeners, modern metering methods, etc., a continuous rate of feed is necessary in order that these appliances may operate to best advantage. Theoretically correct proportioning is not always possible, but that is what boiler operators should aim at.

It is now generally recognized that when the load suddenly increases on a boiler, it is desirable temporarily to decrease the rate of feed-water supply, and on the other hand to increase it very quickly when the load on the boiler suddenly falls off. This is because changes in the rate of heat generation in the furnace always lag behind the changes in the rate of boiler demand. Varying this rate of feed-water supply inversely to the boiler demand, for brief periods, compensates for shortcomings on the part of the furnace in keeping up with rapid fluctuations. Of course, where steady loads or slowly changing loads are in question, the rate of feed should always be in proportion to the load.

The sketch above shows a typical modern situation. Note the "desired water line." The actual level varies above and below that line, but the installation is so designed that when the level drops  $2\frac{1}{2}$  inches below that line the feedwater pump is operating at full speed.



# BECAUSE IT BALANCES ITSELF...

## You Load Faster

Big 230-square inch door opening to take full 30-pound load without dividing. No cylinder door, no partition, no center bearing to block loading and unloading. Jet-balancing eliminates waste time and motion — speeds service.



## You Clean More Thoroughly

Full-drop washing action gives solvent better chance to remove soil. H-Jet IV cylinder is 36-inch, open-pocket design for uncrowded washing. Jet-balancing gives you better washing on shorter cycles.

## Dry and Deodorize in New Record Time



Jet-balancing enables the H-Jet IV to extract at sensational high speed. Drying cycle is reduced to fewer minutes. Garments are near-dry for faster deodorizing in the open-pocket H-Jet cylinder.

## Top Solvent Recovery Saves More Per Garment

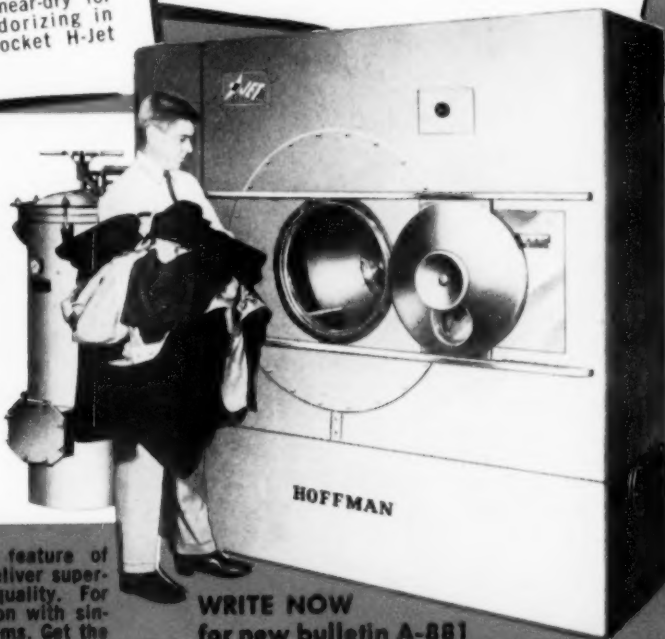
Solvent goes further because more is recovered by the super-speed extraction made possible with Jet-balancing. Your costs per load go down and you save, too, on deodorizing (less steam and cooling water used).



## HOFFMAN'S NEW



for fully automatic cleaning of 30-pound loads with perchloroethylene solvent



The revolutionary, self-balancing feature of the Hoffman H-Jet IV helps you deliver super-speed service with super-fine quality. For fully automatic or manual operation with single bath or two-bath charged systems. Get the facts today.

**WRITE NOW**  
for new bulletin A-881  
or Ask Your Hoffman Representative

TOPS IN VALUE ... SINCE 1905

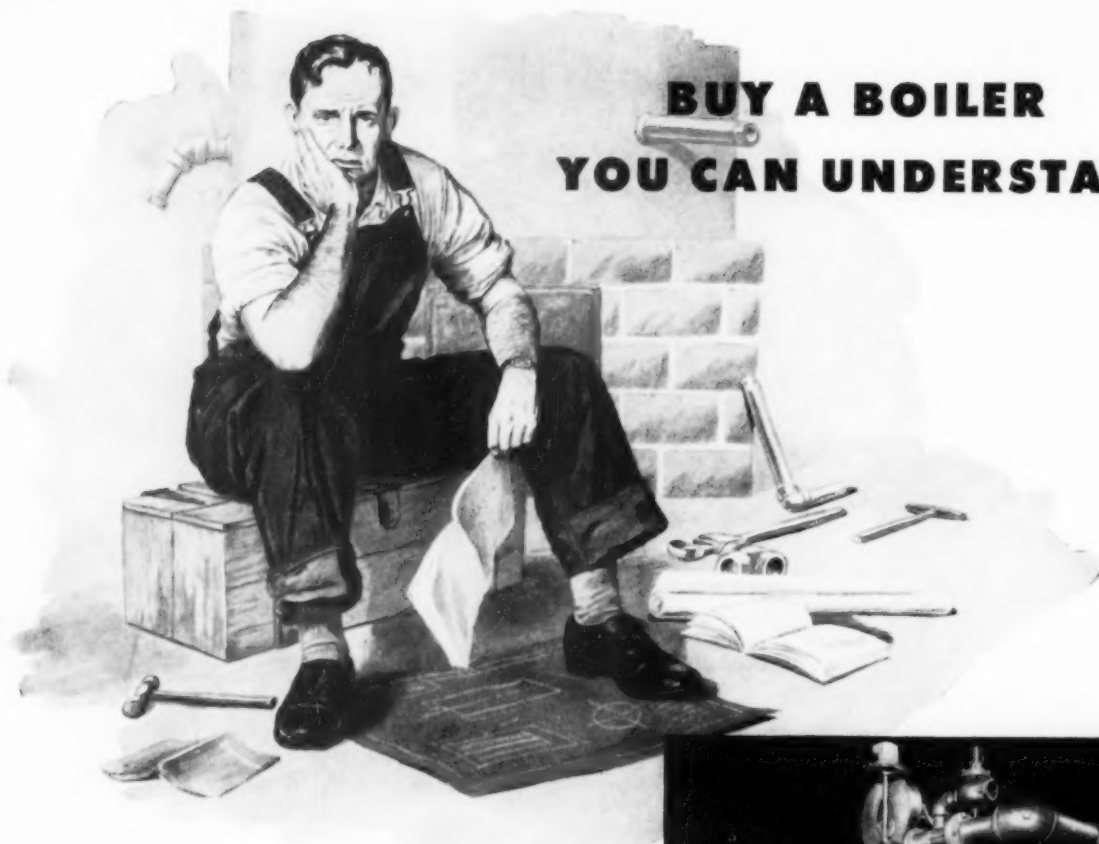


# Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

## BUY A BOILER YOU CAN UNDERSTAND



You don't need to be an Einstein or an atomic scientist to understand a Sellers Immersion Steam Boiler.

The advantages of the Sellers immersion firing principle are apparent because it is based on practical engineering and common sense. Every pound of metal in a Sellers is strictly functional. Every tube and turn is designed and located for maximum efficiency and safety, for steam production at lowest cost.

### In a Sellers:

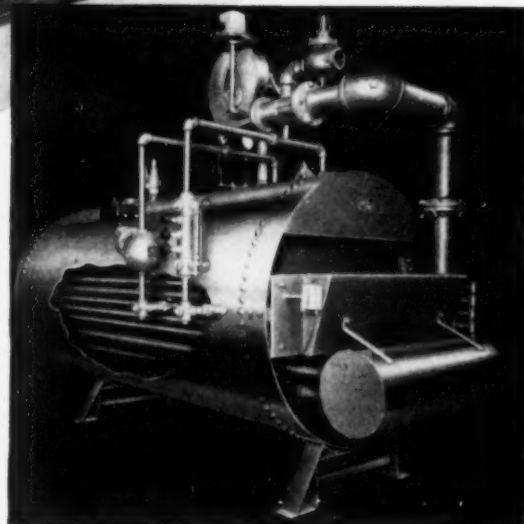
1. Firing tubes are completely submerged. All the heat goes directly into the water. Maximum heat transfer. No water line corrosion.
2. Water surface area is nearly three times that of a conventional boiler of comparable capacity.
3. There is no separate enclosed combustion chamber. No explosion hazard, no brick linings to replace, no carbon traps.
4. Expansion and contraction of firing tubes effectively combats scale.

Sellers Immersion Steam Boilers are available in twelve sizes to meet all standard requirements. All are built to A.S.M.E. Power Codes. It will pay you to get the complete Sellers story. Write for bulletin No. 1206C, today.

### SELLERS ENGINEERING COMPANY

4876 North Clark Street, Chicago 40, Illinois

Blast Heaters • Immersion Automatic Water Heaters • Vertical Steam Boilers • Combustion Units • Industrial Gas Burners • Immersion Tank Heaters • Gas Combustion Equipment.



Buy A  
**Sellers**  
Immersion  
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Boiler



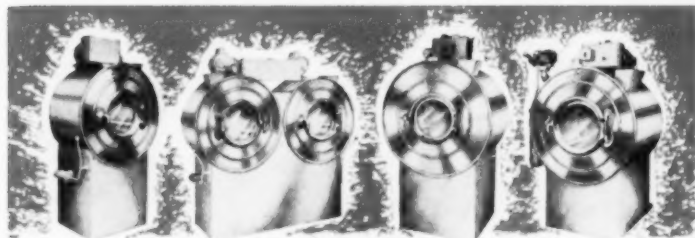
**GET THE BIG NEWS AT THE  
N. I. C. D. CONVENTION ...  
ALL ABOUT THE 1953**

**Cook WASHETTES**

**We'll be "broadcasting"  
from Booth 165,  
Municipal Auditorium,  
Cleveland,  
February 13-15 ...**



We'll see you in Cleveland—ready to show you the many fine features of the Cook Washettes for 1953. Learn first-hand why Cook Washettes are "1st" in Economy, Efficiency and Durability!




More than 15,000 Cook Washette installations attest to their Leadership!

**P.S.—If you can't be in  
Cleveland, get the news  
from your Cook Jobber**



**Cook MACHINERY SALES CO.**  
4122 COMMERCE ST., DALLAS, TEXAS



**COLUMBIA-SOUTHERN**  
*is a wholly owned subsidiary of*  
**PITTSBURGH PLATE GLASS COMPANY**

**CONSTANT LABORATORY  
CONTROL ASSURES  
STABILITY  
IN COLUMBIA-SOUTHERN**

**PERCHLORETHYLENE**

Columbia-Southern realizes, as you do, that good stability is an important property in Perchlorethylene for achieving desired dry cleaning results.

That is why Columbia-Southern conducted several years of intensive research and field work to develop a high stability product before entering into commercial production of Perchlorethylene in its new, modern plant.

And that is why Columbia-Southern today makes frequent laboratory tests at various stages in its Perchlorethylene production process to assure you consistently high quality and stability.

For assured stability, demand Columbia-Southern Perchlorethylene.

Furnished in the red, white, and blue drum. 700 pounds, 55 gallons.

PLEASE VISIT US AT THE  
**NICD CONVENTION**  
BOOTH 265



**COLUMBIA-SOUTHERN  
CHEMICAL CORPORATION**

SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY  
FIFTH AVE. AT BELLEFIELD - PITTSBURGH 13, PA.

Laboratory technician making Perchlorethylene stability tests at Columbia-Southern's plant, Barberton, Ohio.

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# ACECO

## Complete Line of Quality-Built Dry Cleaning Equipment

### TRUCLEEN 2-Bath Petroleum Solvent Cleaning Unit

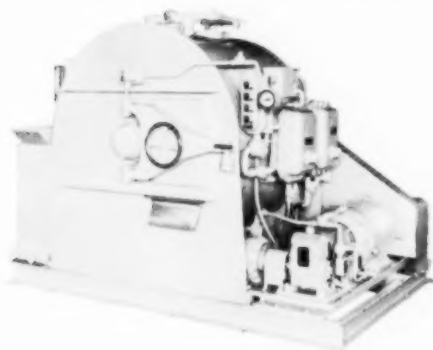


For finest quality cleaning with Strong Soap Solution. Three-compartment, open-end cylinder; 35 lbs. dry wt. capacity each compartment. Cleans 150 lbs. per hour of 3 different classifications at same time.

Cleans and extracts, then rinses and extracts in straight-through, *completely automatic* cycle. Two separate 300-gal. baths of solvent (wash and rinse) used over and over again. Solvent for each bath continuously filtered. Rinse bath continuously distilled.

Saves floor space and labor. Exceptionally high quality cleaning reduces spotting and wet cleaning.

### AMERICAN 105-lb. Extracting Washer for Petroleum Solvent



Same Extracting Washer used in TRUCLEEN Unit. Equipped with Semi-Automatic Control, air-operated Solvent Inlet Valve, Overflow Trap with adjustable weir to *automatically control solvent level*, Automatic Steam Fire Extinguisher, two Safety Relief Doors.

Also available with 6000 GPH Filter and pump, Service Unit (consisting of Still and pump, service pump, Solvent Make-up and Settling Tank), and 440-gal. underground Solvent Circulating Tank, to make complete Single-Bath Cleaning Unit.

To later convert Single-Bath Unit to 2-Bath TRUCLEEN Unit, it is only necessary to replace Semi-Automatic Control with Full-Automatic, and add second Filter, pump, and Solvent Circulating Tank.

### AMERICAN-MARTIN Model 25 Deluxe Perchloroethylene Unit



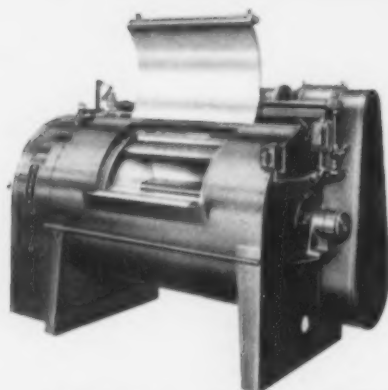
Cleans up to 25 lbs. per load in 30 to 40 minutes (including drying) in space only 3 by 10 ft. Completely automatic operation and open-pocket, reversing cylinder assure uniform, high-quality cleaning.

*Powderless Filtration* saves on filter powder, saves solvent and labor by eliminating burdensome clean-out of filter sludge. *Strip Distillation* recovers solvent remaining in Still residue. *Patented "Iso-Vibe" Vibration Control*; no bolting to floor, no special floor or foundation required. Underwriter approved; can be installed in most business zones.

Also available: Model 25 Special Unit with regular powder-type Filter and Strip Distillation, or Model 25 Economy Unit with powder-type Filter only.



DIVISION OF THE AMERICAN  
LAUNDRY MACHINERY CO.  
**AMERICAN CLEANERS  
EQUIPMENT CO.**  
CINCINNATI 12, OHIO

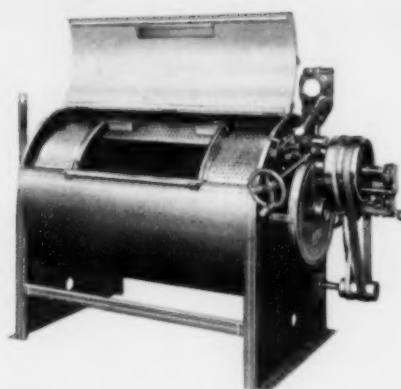


**BUCKEYE Dry Cleaning Washer**

Famous "Double-Action Cleansing" speeds up solvent penetration for high quality cleaning in less time. Solvent surges up through cylinder's closely spaced, double-embossed perforations; showers down from closed-back, perforated ribs.

Sturdy steel tub with lower tub sheet welded to one-piece steel end frames which form tub heads. Electro-Therm welded cylinder; opposing cylinder doors with single-handle, wedge-type latches; visual Spotting Indicator. Solvent Level Indicator, Steam Fire Extinguisher and Tub-Door Closing Device optional.

Six sizes: 36x48", 54", 64" and 42x54", 64", 84" (85 to 200 lbs. dry wt. capacity); explosion-proof, direct motor drive. Sizes 36x48" and 54" also belt drive, end header with handwheel Spotting Device; other sizes belt drive, elevated header with Single-Lever Control.



**AMERICAN**

**30" Dia. Dry Cleaning Washer**

Low-priced, sturdily constructed, smaller capacity washer. Welded steel tub with steel end frames forming tub heads; mechanically interlocked tub door. Welded steel cylinder with double-embossed perforations and finger-grip door latches. Opposing cylinder doors, Solvent Level Indicator, Steam Fire Extinguisher and Tub-Door Closing Device optional.

Three sizes: 30x30", 40" and 48" (26, 35 and 45 lbs. dry wt. capacity), explosion-proof, belted motor drive or belt drive, end header, with automatic reversing mechanism and handwheel Spotting Device.

## ACECO



**SOLID CURB  
EXTRACTOR**

Expertly designed for fast, thorough removal of solvent from cleaned work. Rugged Meehanite Metal Curb with straight sides and lower height for fast, easy loading and unloading. Automatic Safety Cover with improved Centrifugal Locking Device.

Smoothly polished, corrosion-resistant basket with Meehanite Metal bottom and heavy, special, hardened-steel spindle with automatic oiling device. Self-locking, friction-shoe brake, with electric interlock to prevent starting extractor with brake on.

Three sizes: 20", 26", 30"; explosion-proof motor drive (standard or Sanitone speed) or belt drive.

## Complete Line of



**O. T.  
EXTRACTOR**

Real mass producer; takes full load from washer. Unusually low slung for fast, easy loading and unloading. Steel curb with Meehanite Metal bottom, welded steel base. Extra-high suspension columns provide longer pendulum with low center of gravity to absorb and dissipate vibration.

Corrosion-resistant basket with Meehanite Metal bottom. Specially heat-treated steel spindle operating in heavy-duty, grease-lubricated, roller bearings. Explosion-proof Timer and Automatic Brake, with brake applied directly to basket bottom for fast, smooth braking.

Sizes: 40" and 48"; explosion-proof motor drive, standard or Sanitone speed.



**ZONE-AIR**  
**Drying Tumbler**  
**with**  
**Automatic**  
**Temperature**  
**Control**

Exclusive "Zone-Air Drying Action" dries loads faster with minimum heat consumption.

Electrically interlocked door; starts cylinder and fan when closed, stops them when opened. Direct-driven, non-sparking fan. Continuous tube heater and swing-type dampers on 36" machines. Header-type heater and lever-operated air louvers on 44" machine.

Three sizes: 36x18", 24", 30" and 44x42" (25 to 120 lbs. dry wt. capacity); explosion-proof single motor drive, non-reversing; or double motor drive, reversing.

**Automatic Temperature Control.** Available with new ZONE-AIR Tumblers or for field application. Maintains pre-set temperature, times drying cycle, cools load, then signals operator. Reduces shrinkage, and cuts finishing time by preventing heat creases.



**AMERICAN-MARTIN PERCSAVER**

Combination drying tumbler and solvent recovery unit for perchlorethylene. Can be used with any perchlorethylene dry cleaning unit. Dries and deodorizes load in approx. 12 minutes, depending on type work.

Will reclaim approx. 90% of solvent remaining in garments after extraction. Reclaimed solvent returned by gravity to storage tank of cleaning unit.

Separate motors drive cylinder and air circulating fan. Powerful suction from fan draws solvent vapors away from operator into machine during loading and unloading. Opening door automatically stops cylinder.

Cabinet of heavy gauge steel, coated with perc-resistant plastic, and finished in grey enamel.

Two sizes: Model 30-PT and Model 50-PT; 30 and 50 lbs. dry wt. capacity.

## Quality-Built Dry Cleaning Equipment



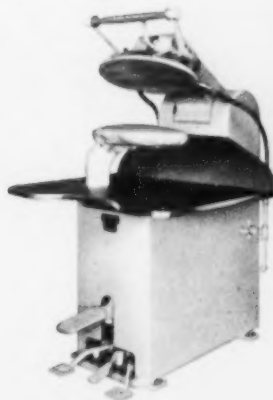
**ACECO**  
**Air-Operated**  
**Dry Cleaning**  
**Press**

Simple, easy and safe for even a girl to operate. Bar Handle Control lowers head into normal pressure; no change in working habits for operators accustomed to foot-power presses. With head closed, Treadle Control applies high pressure when required.

Double-Handle Steaming Control permits steaming from head with head open. Buck steaming and vacuum controlled by treadles. Furnished with either steam or air vacuum. **Automatic Air Vacuum Control** available as optional extra.

Lightweight cast-aluminum head and buck; linoleum-covered steel work table; fabricated steel frame. Adjustable air pressure regulator with gauge, for maintaining constant operating speed and correct finishing pressure. **Hamilton Spring Padding** available as optional extra.

Three Models: Utility (pictured), Mushroom and Pants Leg; either Combination or Steam-in Head type.



**ACECO**  
**Foot-Operated**  
**Dry Cleaning**  
**Press**

Head easily lowered into pressure by Bar Handle, while stepping on Pressure Treadle. Depressing Pressure Treadle full stroke locks head in pressure. Release Treadle unlocks head, allowing it to rise.

Steaming Control for head is single-handle type. Otherwise, general construction same and available in same models as air-operated ACECO Press. **Hamilton Spring Padding** optional extra.

DIVISION OF THE AMERICAN  
LAUNDRY MACHINERY CO.  
**AMERICAN CLEANERS**  
**EQUIPMENT CO.**  
CINCINNATI 13, OHIO



# ACECO

## Complete Line of Quality-Built Dry Cleaning Equipment



### TRUFORM Steam and Air Finishers

Beautifully finishes garments at greatly reduced cost. Three different models; Ladies' Garment Finisher, Long Coat Finisher, Short Coat Finisher. Or one model can be used with quickly interchangeable forms.

Forms inflate to adjust themselves for different size and style garments. Ladies' Garment Form completely finishes many dresses; only fancier dresses requiring touch-up. Long Coat Form (for ladies' and men's long coats) and Short Coat Form (for short coats and jackets) both revolve on base for fast, easy operation.



### JUNIOR CASCADE WASHER With Electric-Automatic Control

For quick, economical wet cleaning. Capacity 25 lbs. dry wt.; 30x15" end-loading, reversing cylinder with forged steel gudgeons operating in roller bearings. Tub, cylinder and frame of corrosion-resistant metal. Supply trough and thermometer, heat-proof glass window in door. Top-mounted motor, V-belt drive.

Electric-Automatic Control (as pictured) with solenoid-operated water inlet valves and electro-hydraulic outlet valve, furnished

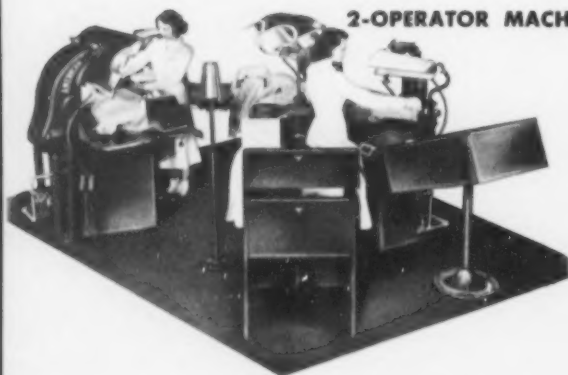
as optional extra. Requires no compressed air. Provides set washing formula of 3 suds, 3 rinses; eliminating unnecessary trips to washer. Stops, signals and waits for supplies to be added for 1st and 2nd suds and 3rd rinse; proceeds without stopping through 1st and 2nd rinse; stops and signals after final rinse. Also flexible for varying number of suds and rinses, and has Timer for other than set washing formula.



### AMERICAN 17" MOTEX EXTRACTOR

Capacity 15 lbs. dry wt., for wet cleaning. Stainless steel basket with Meehanite Metal bottom. Stainless steel curb with sheet-aluminum lower skirt; stainless steel Safety Cover. Spindle direct-driven from motor; shoe-type brake applied to brake disc on spindle. Simple lever starts and stops motor; applies brake.

Timer with signal light, and Automatic Brake (as pictured) available as optional extra.



### 2-OPERATOR MACHINE-FINISH SHIRT UNIT

Completely machine irons 50 and more shirts per hour, with only two operators. Finishes shirts with smart, professionally ironed look that men like. A splendid volume builder to attract new customers and get additional business from your present customers.

Operation simple and easy to learn, enabling inexperienced operators to produce quality work and quickly get up to top production.

Complete 3-Girl Shirt Laundry, consisting of JUNIOR CASCADE Washer and 17" MOTEX Extractor (shown above) with 2-OPERATOR MACHINE-FINISH SHIRT UNIT, Starch Cooker and accessory furniture, can be installed in space as small as 10 by 17 ft. to do 1800 to 2000 shirts per week.

For more information on machines shown and other dry cleaning equipment in AMERICAN CLEANERS' EQUIPMENT COMPANY'S complete, quality-built line, write or wire.

DIVISION OF THE AMERICAN  
LAUNDRY MACHINERY CO.  
**AMERICAN CLEANERS  
EQUIPMENT CO.**  
CINCINNATI 13, OHIO





## EDITORIALS

### Is It Profit, Wages or Depreciation?

We were going to include in this issue on cost control a chapter with a simple explanation (we hoped) of double-entry bookkeeping. Space did not permit. So we would like to stress on this editorial page a couple of points that many cleaners overlook. The rest any accountant can explain when the cleaner is interested enough to inquire.

A drycleaning plantowner, or partner, or stockholder, is an outsider in terms of business operation. He is a creditor in the same sense as the bank, the machinery house or a supply house that extends credit to the drycleaning business.

Walter Franks in his book on cost accounting, now out of print, said: "To understand the application of double-entry principles, it is necessary to conceive of a business as an identity in itself—as distinguished from the individual or company operating it. Then, all values *owned* by the business, or services for which these values are exchanged, will be listed on the left side (of the balance sheet). All values *owed* by the business, whether to the proprietor or to outsiders, will appear on the right side. **Values are considered as they are owned or owed by the business, not by the operators of the business.**"

What does this mean to the drycleaner who taps the till whenever he needs a five-spot for a couple of drinks? Just because there is money in the cash-register drawer, or a couple-three hundred dollars in the bank, is no proof that the cleaner is free to spend it! If he does he will, nine times out of ten, be "milking the business."

If a man has a business doing \$50,000 worth of drycleaning a year he has upward of \$20,000 invested in equipment and facilities. These wear out or deteriorate in from four to forty years.

Therefore it is customary to "build up reserves for depreciation." This just means saving money to buy more equipment and facilities when the old ones wear out. But if the cleaner keeps nibbling on the depreciation account for his personal use, he not only won't have it but he will have reduced the net worth of his business. The depreciation account keeps the total value of the plant always at that \$20,000 mark.

Even then the plantowner proceeds cautiously. With costs climbing as they have in recent years, he should be prepared to replace his worn-out equipment and facilities with more expensive ones, even though duplicates of the first. So his depreciation reserves should raise his book value to more than the original \$20,000.

This should not be confused with further capital investment. If money is used to increase plant capacity, or otherwise make facilities better than they were originally, then the cleaner has increased the investment. It doesn't matter whether the money came from the business or the cleaner's private bank account. If

from the business, it is money that normally would have gone to the cleaner as profit.

Money used to repair or restore facilities to their original condition or capacity are expenses, not capital investments, and they are rightfully taken from the depreciation funds. This is proper because with the repairs the facilities are supposed to be less worn and better able to produce.

Most drycleaners build up their capital investment slowly over a period of years. Without adequate accounting they seldom realize how much they actually have in a business. Frequently it is because they overlook the position of outsiders that they hold as an "investor."

Actually, the drycleaner in the average small plant has a triple relationship with the plant. He is an investor. The return on his investment is the net profit each year. If he has operated prudently over the years the percentage of profit compared to sales should be at least double in comparison to investment (i.e., a 6 percent profit on sales should equal 12 percent or more return on the cleaner's investment).

The cleaner is also the plant manager, and as such entitled to an executive's salary. This has no connection with the profit, which he is "paid" to produce.

But in the very small plants management takes only a part of his time and provides unsatisfactory amounts of income, so he also does the spotting and cleaning, tends the counter, keeps the books. These are all productive or clerical jobs, that provide him with further income.

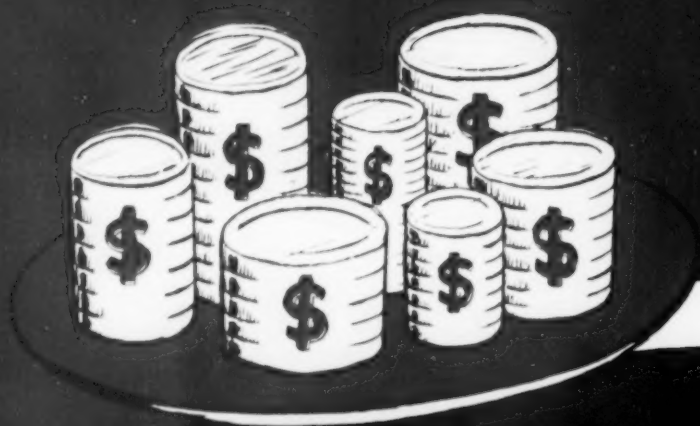
Thus, a plantowner might be spotting a third of the time, earning say \$30 a week at going spotter's wages in his area. He tends counter a third of the time, earning another \$15 per week at the going rate for a salesgirl. Finally he spends the rest of the time managing the plant, at \$40 a week for a portion of a good manager's salary. So, as a hired hand he's earning himself \$85 a week.

If he can't spend more time managing, he's better off closing the plant and going to work as a spotter at \$90 per week for somebody else. What about the \$10,000 invested, if he has a \$25,000 business? If he does not, in addition, make at least a 2 percent profit on his total sales, he will make less than 5 percent on his investment. That is so low a return for "risk" capital that he'd be better off with the money in bonds. Then he could sleep nights!

Money is a tool, just as much as a press or a delivery truck. As such it requires just as careful "maintenance" as a press or a truck. As such it also produces most when used most.

To handle money requires knowledge of facts. This Guidebook issue is devoted to showing how to get those facts. It's old stuff to some; to others we sincerely hope it is the dawning of a new era!

# COST CONTROL



## ... Basic Tool of Good

IT WASN'T SO VERY LONG AGO that a small dry-cleaner might have been justified in saying that record keeping, bookkeeping or particularly cost accounting was not for him, because the savings didn't justify the expense, time and labor involved. We won't argue the point if you agree to place that era a generation ago in predepression days.

But things are different now! Federal and state income tax regulations are reaching ever lower into the

income barrel. Social Security taxes are reaching toward the smallest business man. There are sales taxes for both cities and states, workmen's compensation levies in many different forms, and a number of other odd statutory reasons why even the smallest business man must keep many records.

All this enforced record keeping really has been a boon to many alert plantowners. They have realized that it actually costs them very little more, once they

"Every accountant or bookkeeper who has attempted to apply to the service industries the accounting methods taught in commercial and accounting schools, or described in standard textbooks, has found that commonly accepted methods of stating costs or computing profits do not 'fit' these industries.

"Inventories' are usually of minor importance; 'Cost of goods sold' is nonexistent because there are no sales of goods; 'Work in process' is ignored because of the short production cycle; and 'Manufacturing cost' does not exist because these industries manufacture nothing.

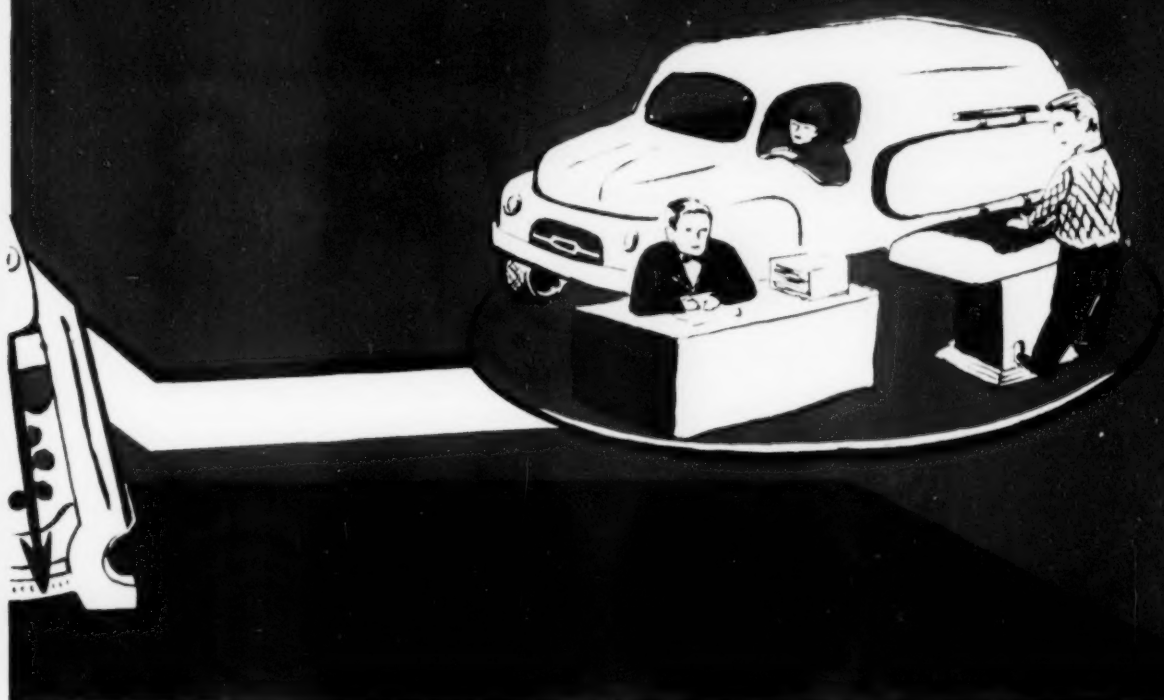
"Recognition of these peculiarities in the service industries led to the adoption of uniform expense classifications many years ago . . . (This) made possible the tabulation and publication of

cost statistics, now a major activity . . . of the National Institute of Cleaning and Dyeing."

—John Carruthers

The best accounting brains in the industry have labored to produce a system that most clearly shows the health and progress of a drycleaning business. We sincerely feel that a drycleaner does himself a serious injustice if he does not insist that his retained accountant prepare statements for him designed to compare with the NICD's annual comparison sheets.

In the drycleaner's dogged search for facts, one fact that must be sought is the answer to the question, "How does my business stack up against others in my section of the country, and in my volume group?" How else can he find out but by comparison through the NICD's published figures?



# Management

are involved in this record keeping, to have the whole accounting job done.

Before we get too far into the discussion of cost control, let's get together on the meanings of these three terms: record keeping, bookkeeping and cost accounting.

*Record keeping* is merely setting down information for future reference. Records include not only receipts and disbursements but also piece, poundage or order counts, inventories of supplies or orders on call or delivery racks, timecards, tax withholdings, etc. Record keeping is only the act of putting facts on paper.

*Bookkeeping* here refers to double-entry bookkeeping, which is the basis of all modern business bookkeeping. It is the act of taking facts from records and putting them in their proper relationship to each other. The purpose is to show the true value of a business at any given time, as well as changes in value for good or bad. Bookkeeping shows if you made a profit and what your net worth is. Taking the business as a whole it will show where your costs are high or low.

*Cost accounting* is the science of digging down for the costs of each operation within your business.

## Double Standard for Management Return

The small drycleaner who owns his business is getting paid by two different standards. By one standard, cost accounting becomes very worth while for even the smallest operator. That standard is illustrated in the chart on this page and will be discussed at length further on. We touch on it here to impress the small owner that this "stuff" may be for him after all.

## Sample Return on Investment

Average Volume*	% Profit ie NICD	Profit	Capital Invested	% Return on Investment
\$ 20,000	11.58	\$ 2,300	\$ 8,000	28.8
33,000	8.20	2,700	13,200	22.2
50,000	12.01	6,000	20,000	30.0
70,000	8.61	6,300	28,000	22.5
90,000	8.92	8,360	36,000	23.1
125,000	5.67	7,100	50,000	14.2
175,000	5.94	10,400	70,000	14.8
500,000	5.92	29,600	200,000	14.8

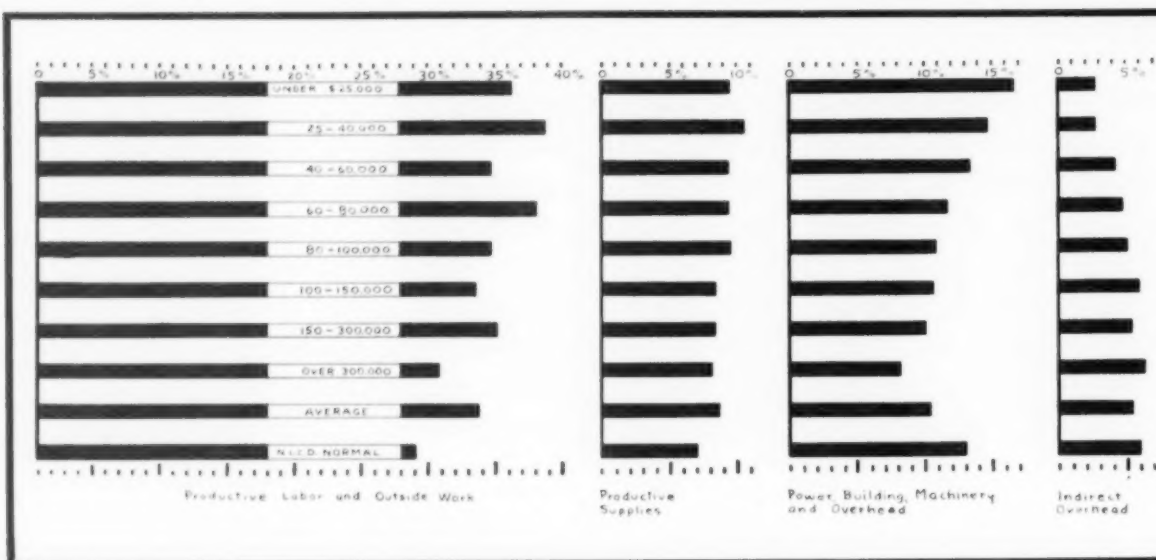
\* Taken from middle of each volume bracket (see Page 82).

Each one percent profit on sales should be  $2\frac{1}{2}$  percent return on the investment. NICD's "normal" profit of 7 percent should therefore give the cleaner a return of 17.5 percent before taxes on the money he put into his business. This is based on industry's tradition that annual volume should be  $2\frac{1}{2}$  times invested capital.

So the plantowner is rewarded in two ways. He pays himself an "executive salary" of sorts, for running the plant. As a supervisor, he might consider a variation in profit of one percent up or down as "the way the ball bounces."

But as an investor with money in the business, that one percent on the profit-and-loss statement actually may represent  $2\frac{1}{2}$  percent on his investment. It has been an axiom in the drycleaning industry for years that a properly run plant should have an annual volume equal to two and a half times the total capital invested in it. Thus, if a man put in \$10,000 to do a business of \$25,000 a year, a profit of \$1,000 would be 4 percent of his volume but 10 percent return on his investment.

Too many drycleaners overlook their investment return. In effect, they merely buy themselves a job with their money. They'd be better off financially working for somebody else and putting their money into Gov-



NICD COST COMPARISONS for 1951. This bar graph shows more clearly than tables of figures the variations in account classifications from small plants to medium and to large. It is interesting that the biggest difference between large and small plants is not in productive labor but in plant overhead and in delivery. THE SURPRISING ZIGZAG in productive labor probably shows points of growth at which plantowners are having difficulty adjusting to larger work crews, in terms of supervision. At each stage the plantowner has to quit some productive or sales activity

#### ernment savings bonds at an interest of three percent.

When a drycleaner will look at cost control from the point of view of the investor rather than the supervisor the many little savings he might be inclined to gloss over become much more important. If he saves a nickel in cleaning a load of clothes by weighing supplies more carefully, that's a 12½-cent saving on his investment return.

Now, if you will refer once again to the chart showing return on investment, please note that two out of the three lowest volume groups show by far the highest percentage return on investment. The catch to this chart, of course, is that it represents only plants that do keep adequate records. But there must be a moral

there for the small plant that doesn't keep records and use them for cost accounting!

#### Records versus Bankruptcy

A Supreme Court justice, when asked why "so many men go broke," gave six reasons:

1. *Failure to keep proper books of accounts.* These men never had the facts to act on. They probably never were aware of how bad their condition was, or what could be done to improve it.

2. *Not acting on the recorded facts.* Either they don't believe the facts when they have them, or the facts are so distasteful they try to ignore them.

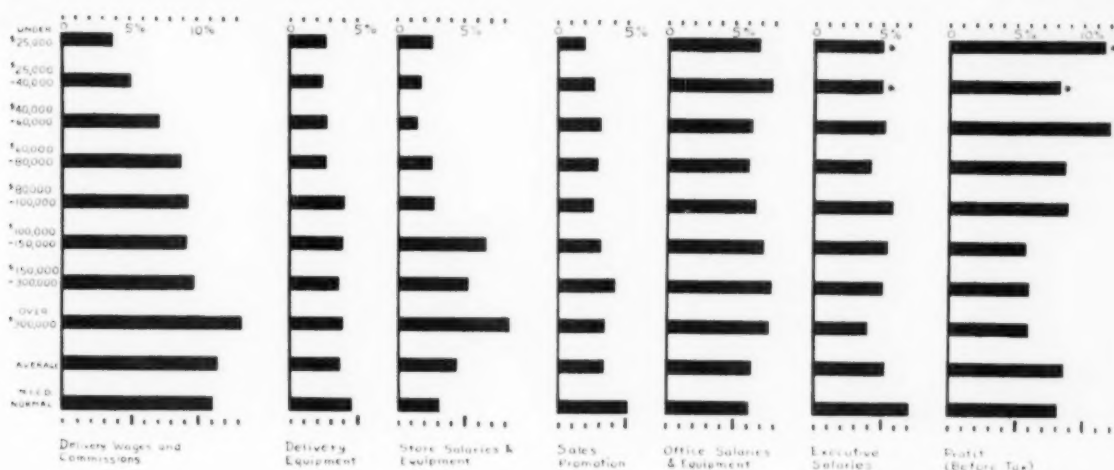
3. *Using business funds for speculation or for wine,*

#### Eight-Year Cost Record for Plants From \$25,000 to \$40,000

	1951	1950	1949	1948	1947	1946	1945	1944
Productive Labor .....	37.0	39.8	36.6	37.2	36.8	35.6	34.7	35.1
Outside Work .....	1.7	1.7	1.9	.8	1.1	2.1	1.1	1.5
Productive Supplies .....	10.6	10.2	9.4	9.7	8.3	10.1	8.1	8.6
Power Plant .....	5.6	5.1	5.4	5.9	5.0	3.5	3.5	3.4
Building Overhead .....	4.8	4.0	3.6	4.2	3.6	3.3	3.5	2.9
Machinery Overhead .....	4.5	4.9	5.0	5.5	5.7	4.9	5.0	4.2
Indirect Overhead .....	2.7	3.6	3.9	3.8	7.5	7.6	4.6	8.1
► TOTAL PRODUCTIVE EXPENSE .....	66.7	69.3	65.8	67.1	68.0	67.2	60.7	63.9
Delivery Wages & Commissions .....	5.0	4.9	5.7	4.6	4.8	3.8	2.4	2.9
Delivery Equipment .....	2.4	2.4	3.2	3.0	2.4	1.8	2.0	2.1
Store Salaries & Expense .....	1.8	.5	.3	.9	.46	1.3	.8	.2
Sales Promotion .....	2.6	2.5	2.2	2.5	2.5	1.9	1.5	1.1
Claims .....	.5	.4	.1	.5	.5	.6	1.1	.6
► TOTAL SALES & DISTRIBUTION .....	12.3	10.7	12.0	11.4	10.9	9.4	7.8	7.0
Office Salaries & Expense .....	5.0	3.6	3.5	5.9	4.2	4.7	5.4	7.7
Other Office & Administrative Expense .....	2.7	1.2	1.6	1.6	2.0	1.7	2.3	1.5
Executive Salaries .....	5.0	6.5	7.3	6.1	8.0	7.4	8.1	7.8
► TOTAL OFFICE & ADMINISTRATIVE .....	12.7	11.2	12.4	13.6	14.2	13.7	15.8	17.0
► TOTAL EXPENSE .....	86.8	91.2	90.1	92.2	93.1	90.3	84.3	87.8
► NET PROFIT (Before Taxes) .....	8.2	8.8	9.9	7.8	6.9	9.7	15.6	12.2

EXECUTIVE SALARIES have been sliding over the past eight years as the profit percentage is maintained fairly high. A breakdown of this type indicates where the elements of cost changes appear from year to year. In all instances it shows the greatest increase in labor costs





himself and hire an additional employee or two to perform duties he, the plantowner, has been accustomed to doing. A BAR GRAPH is one way in which any person who has difficulty visualizing figures and their relative values can get a clearer picture. Also, when it is necessary to discuss figures with employees, they seem to take more interest in chopping a quarter inch off a bar than they do in cutting supply costs .78 percent

\*Five percent deducted from profit and added to executive salaries

women and song. Some of these men just have no sense of responsibility, but many of them who don't understand accounting honestly felt the money was theirs to spend just because it was available.

4. *Giving too much credit.* Here the firm's liquid capital was continually tied up in charge accounts, leaving insufficient funds to meet the payroll and pay supply bills without borrowing.

5. *Accepting too much credit.* This has the same effect as above, since the payments tie up a man's income, while the interest fritters it away.

6. *Outright errors in judgment.* Too many reasons to enumerate, beyond inexperience, bullheadedness or wishful thinking!

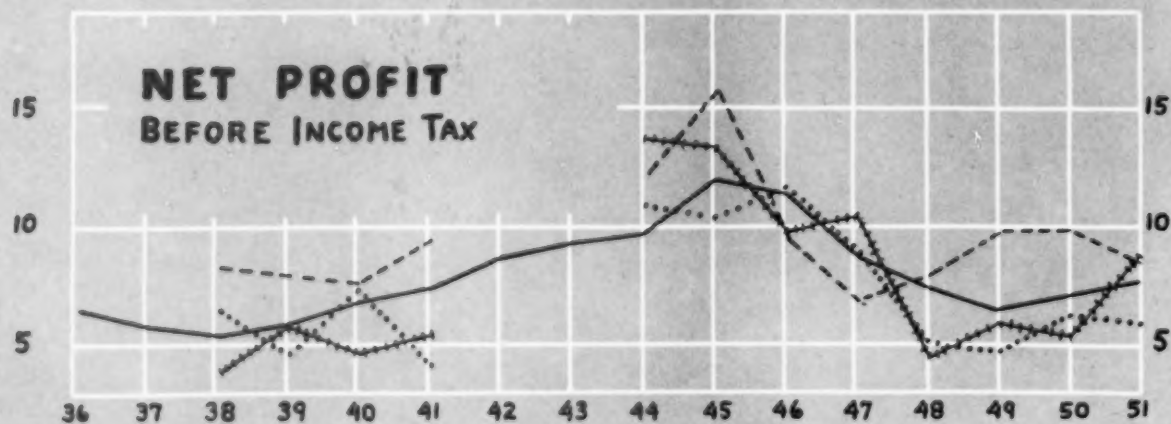
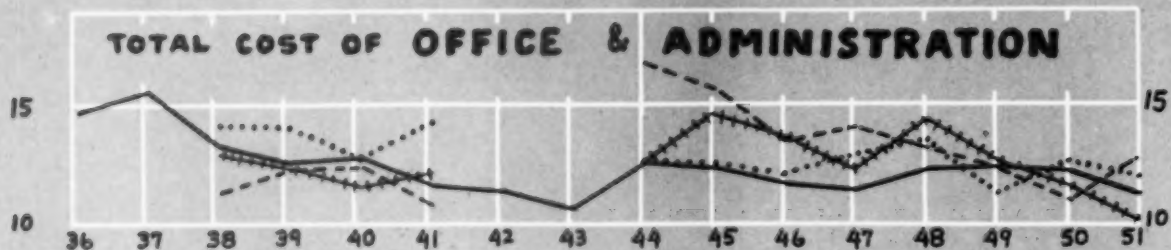
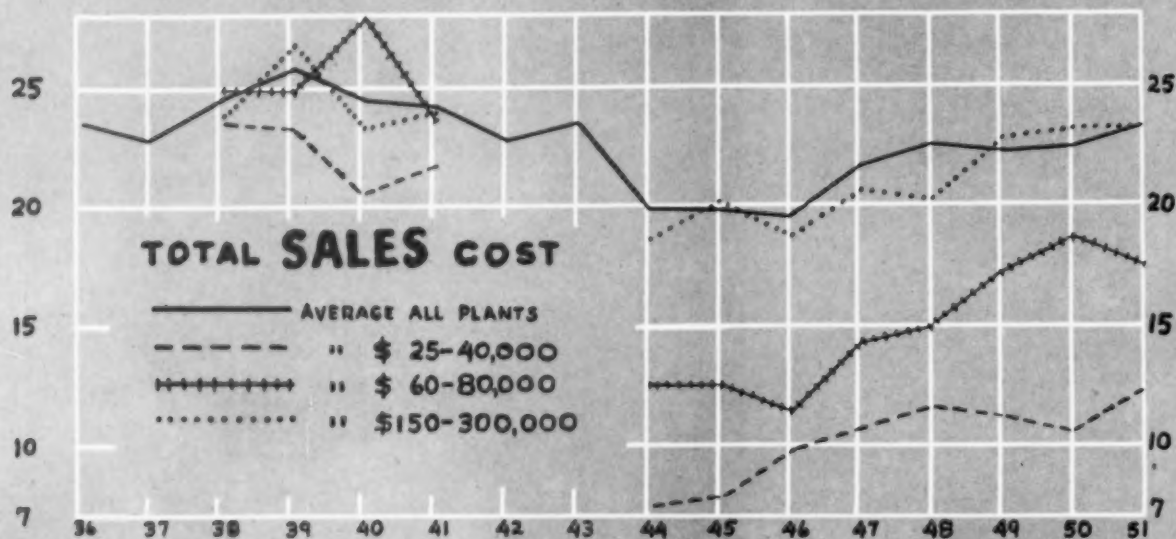
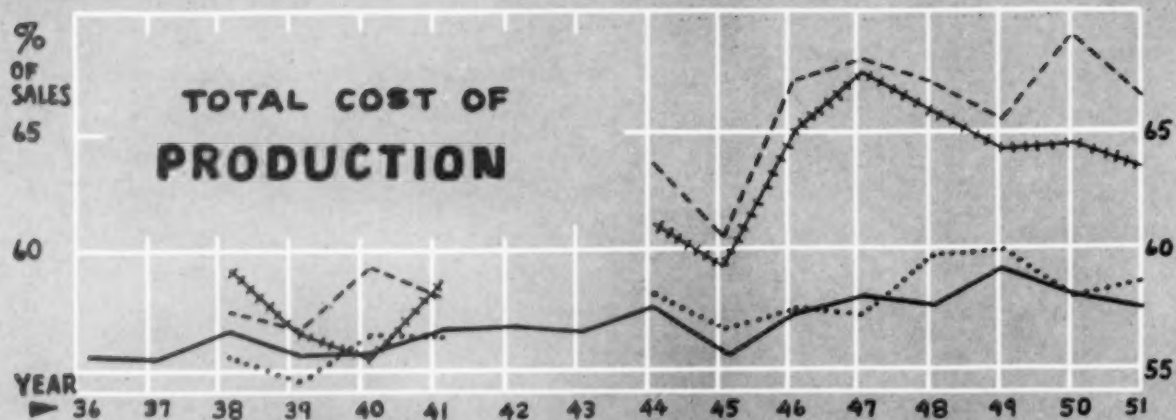
The United States District Court claims that 90 percent of the bankruptcies in which it has jurisdiction involve failure to keep proper records. The United States Department of Commerce has stated that 84 percent of the small businesses that failed did not have enough cost figures. On the other hand, it credits 88 percent of the profitably operated small businesses in this country with keeping simple but informative records and books of account.

One of the discoveries that has jolted the self-esteem of the old-time drycleaner during the past couple of decades is the fact that a man who knows nothing about drycleaning can open up a business with a moderate amount of capital, and make a whale of a success out

#### Eight-Year Cost Record for Plants From \$60,000 to \$80,000

	1951	1950	1949	1948	1947	1946	1945	1944
Productive Labor .....	35.8	36.7	39.0	37.8	35.1	36.0	35.1	33.9
Outside Work .....	2.3	2.3	1.0	2.1	1.6	1.8	1.8	1.6
Productive Supplies .....	9.3	9.1	9.0	9.2	8.2	8.6	7.7	7.9
Power Plant .....	4.7	3.9	3.6	4.0	3.7	3.7	2.7	3.6
Building Overhead .....	2.7	3.4	3.3	3.6	3.8	3.7	3.5	3.2
Machinery Overhead .....	4.2	3.7	3.9	4.8	4.3	4.	3.9	4.9
Indirect Overhead .....	4.7	5.4	4.5	4.5	6.1	6.9	4.6	6.1
▶ TOTAL PRODUCTIVE EXPENSE .....	63.7	64.6	64.4	66.1	62.8	65.1	59.3	61.2
Delivery Wages & Commissions .....	8.8	8.7	8.2	6.6	6.8	5.6	6.7	7.6
Delivery Equipment .....	2.7	2.9	3.6	2.9	3.0	2.6	2.2	2.3
Store Salaries & Expense .....	2.4	3.8	2.2	2.3	1.7	7	1.2	.4
Sales Promotion .....	2.9	2.7	2.7	2.8	2.3	1.9	1.8	1.6
Claims .....	.6	.5	.5	.4	.5	.5	.6	.7
▶ TOTAL SALES & DISTRIBUTION .....	17.5	18.6	17.2	15.0	14.3	11.3	12.5	12.5
Office Salaries & Expense .....	4.3	4.3	4.6	5.5	5.4	5.2	5.0	5.0
Other Office & Administrative Expense .....	1.7	1.6	2.2	1.6	1.6	2.3	3.8	1.5
Executive Salaries .....	4.1	5.8	5.7	7.4	5.6	6.4	6.1	6.1
▶ TOTAL OFFICE & ADMINISTRATIVE .....	10.1	11.6	12.6	14.5	12.5	13.8	14.9	12.6
▶ TOTAL EXPENSE .....	91.4	94.8	94.2	95.5	89.7	90.3	86.7	86.3
▶ NET PROFIT (Before Taxes) .....	8.6	5.2	5.8	4.5	10.3	9.7	13.3	13.7

ALL GRAPHS can be in terms of either percentages or actual dollars involved, since they show the same picture. Here again the cleaner can give himself a clearer picture by putting these breakdowns on either bar graphs or zigzag charts



**SIXTEEN-YEAR HISTORY** of major expense divisions for a small (\$25,000-40,000) volume group of plants, medium (\$60,000-80,000) volume group and a large (\$150,000-300,000). Also the averages for all groups in the same expense divisions. The gap for the years 1942 and 1943 shows when detailed figures weren't available.

In prewar days drycleaning plants of all sizes appeared to follow more closely the average cost patterns shown by the continuous black line. In postwar years the production and sales costs have split widely. In the case of production costs it probably indicates that wage incentives, methods studies and cost controls are being more effective in the bigger plants. It is probable, also, that as the techniques continue to filter down to the smaller plants, they will show a gradual reduction in average productive costs.

It is quite likely that the much lower sales costs in the smaller plants for the postwar years reflect the shift to the smaller neighborhood or package plants.

Plotting graphs of this type will aid a plantowner to check his position as compared to previous years, as well as with other plants of the same size in his same geographical area.

These figures were taken from NICD cost comparison bulletins since 1936.



"I don't need records—keep costs in my head."

of it. Meanwhile the oldtimer continues to plod on, barely making a decent living out of the same trading area.

It appears to be a great deal easier to make a dry-cleaner out of a good business man than it is to make a business man out of a good drycleaner. A good business man is one who understands and uses cost accounting, and cost accounting has been described as "dogged searching for facts."

The secret of good management is this dogged search for facts, whether in terms of expense, or workflow, or public relations, or economic conditions. It is an axiom of good management that "if you get all the facts, decisions usually will make themselves."

The story is told of the accountant whose family's impractical extravagances kept him raving. The climax came when the family decided to buy a trailer for their two-week vacation "because it would be cheaper than renting a place to stay." Then the accountant wised up, and instead of blasting them for their impracticality, he sat down and set up the probable cost of a vacation spent several different ways. This he'd never done before because it obviously took more time to prepare the facts than just to give forth a quick offhand criticism.

To his relieved surprise there was no argument. Confronted with understandable facts, his family saw the light. Thus the labor of his careful preparation of these facts had been repaid in saving hours of fruitless bickering.

In like manner, when confronted for the first time with a cost breakdown of his business, no plantowner fails to exclaim (or at least to think), in effect, "Gee, I didn't know I was *always* losing money on the Grand Street store! And look how much more profit the Ives store is making, and on much less volume, too!"

The industry is full of instances where drycleaning businesses have grown haphazardly through the years to considerable size but not to considerable profit. When cost accounting is put in on a sound basis, considerable pruning is done—to stores, to routes, to unprofitable services. Often, as a net result, although the total volume of business may have been reduced considerably, the net profit may have been doubled, tripled or even quadrupled.

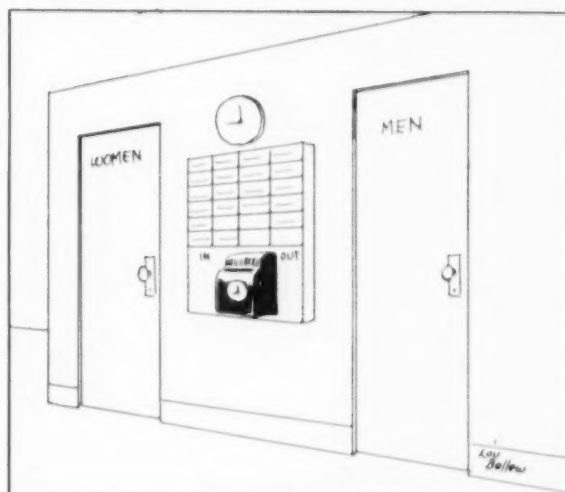
The best method of cost accounting, of course, is to retain the services of a good cost accountant. In addition, the drycleaner should learn the "rule of thumb"

philosophy of cost accounting as it applies to the drycleaning industry. He should be prepared to apply the facts obtained through the accountant.

It is impossible to cover the entire subject of cost control in these pages even as it applies to the drycleaning industry. That in itself would require a complete correspondence course.

What we do hope to achieve is to persuade the ex-spotter or ex-routeman, who now owns his own plant, to get figure-conscious. Even though he couldn't stand arithmetic or algebra, let him work with and juggle the figures from his plant in some of the ways suggested later in these pages. He will find that cost figures, because of their vital importance to his well-being, will rapidly become a lot more interesting than the algebra he hated in school, and a lot easier to understand.

Then he won't be like the cleaner and his helper who were asked by a stranger, "Who owns this plant?" The cleaner replied that he did, right now. But when he got to owing his helper too much in back pay, he just turned the plant over to the helper and went to work for him. Then in time this helper would owe *him* too much back pay and would return the plant to his ownership. # #



# Analyzing the P and L Statement

**FILING AND FORGETTING** a profit-and-loss statement is like buying a tool at the hardware store and stowing it away in the attic. It is a sheer waste of time and money! It's like getting a map for a long automobile trip and then completely ignoring it.

The above may seem so obvious as to be almost insulting. Yet there are as many drycleaners not using the records they have as there are plantowners who aren't even keeping records.

There are at least four things to be done with a P and L statement:

- (1) List all of the things wrong about the various expenses on the statement;
- (2) Itemize what can be done about these weak spots;
- (3) Show who is to be responsible for making the improvements;
- (4) Make a schedule for each procedure—when to start, when to finish; or, if it is impossible to act immediately, postpone action to a specific date.

Still don't file and forget! Review the statement and proposed action regularly. If it is a yearly, semiannual or quarterly statement, review it at least once a month. If it is a monthly statement, check up on it once a week. But always review, review, review!

Three times out of four **good cost figures will show up a trend in your business before you can sense it by hunch.** In a business with its cycles so peculiarly influenced by weather, holidays, fashions and the scarcity of labor, it is frequently hard to see the over-all picture through the daily ups and downs.

## Example of Unprofitable Plant

We have taken figures to form a typical P and L statement for an unprofitable drycleaning plant from the 1949 cost-comparisons bulletin published by the NICD (#A-29). The percentage figures shown are those for both the profitable and unprofitable plants in the \$40,000 to \$60,000 bracket. These percentages were applied to an imaginary business of \$52,000 and the approximate dollar expense for each item set down in round figures. The same was done for NICD "normal" percentages for further comparison.

There were some more spectacular groups in terms of both total loss and specific expenses. However, the P and L given here probably more closely shows a normal picture for a losing proposition. Nothing is wildly out of line. The whittling has to be done in all departments.

We also took these specific figures because they are not likely to have come from plantowners who aren't management-minded. Rather they come from those plants that are growing too fast, or have run into heavy new competition, or have been taken over by new managers, etc. If they have cost figures fit to submit to the NICD, they are already on the move to more profitable operation.

**Sales Breakdown:** There is no particular significance in the way the profitable and unprofitable plants get their

business. Package plants, branch store plants, and call-and-deliver plants are all equally successful under the right circumstances, as well as any combination of the three. Thus the plantowner's worry is whether he's using the right method of getting business for the territory and whether the sales and distribution cost is reasonable for each store or route. These points will be discussed under their proper headings further on.

## Productive Labor Costs

**Productive Labor:** That's at least five percentage points higher than it has any right to be. Ideally it should be shaved to NICD's normal of 29 percent.

In a plant of this size particularly (although it is true in plants of any size) the labor force must have the greatest possible flexibility. It is not too much to ask each employee to be able to perform a minimum of four duties, such as the spotter also taking turns on the cleaning machine, bagging or marking in.

One way of promoting this flexibility is to give a slight increase in salary for each skill learned (the increase in hourly rate will be more than offset in the over-all saving through greater efficiency). Another way is to give employees a slight bonus if the payroll percentage comes down to a healthy level.

The best method, however, is for the employer to hire persons with the understanding that they are to pitch in wherever needed. He should have his methods simplified and standardized, so that he can teach them quickly and easily. He should make it a point to teach the required skills as promptly as possible, particularly in slack times, when he should deliberately switch employees around for practice in their extra skills.

Quite often the plantowner who shows a 35 to 40 percent productive payroll excuses it by saying that he has been unable to put wage incentives in his plant. Yet incentives are the last of a series of steps, each of which produces savings. These same plantowners usually haven't taken the earlier steps to incentives, either.

The first step is efficient layout, both for smooth, fast workflow and to cut extra steps and motions. The second is the methods simplification and standardization suggested above. The third is keeping and posting production records. Then the plantowner will be ready to talk about incentives.

The above is getting to be old stuff, fellows and girls, but that's what it takes to get down from 37.8 percent to 32.8. Then you can expect wage incentives, rightly handled, to pull you down to 30.

If productive labor is high, it tends to be so throughout the plant, but the drycleaner can pinpoint cost in each department, as explained later under the heading "unit costs."

Other factors to check that are affecting labor costs are: Is the work coming up to each employee quick enough, or is there waiting? Is all the equipment efficient and working properly? (How about the end press on the steam line, or that last tumbler?) Do specials



cause confusion every afternoon? Are there many re-runs and do-overs? Who watches for bottlenecks in production, and how quickly does he get on to them?

One final point for controlling productive labor may seem contradictory to the insistence on multiple skills. How many expensive employees do you have performing low-priced work? Can you rearrange jobs so that the highly skilled operators devote their full time to work requiring such skill, while cheaper help does the leg and muscle work?

**Outside Work:** The figure of .8 percent is suspiciously small. It is very likely that Plant A is trying to handle small amounts of sideline work in the plant rather than send it out. The high overhead figures below bear this out by suggesting that the plant has a lot of equipment and space that isn't being used at a profitable rate, such as dye kettles, leather-spraying cabinets, fur cleaning and repairing equipment, shirt units, etc.

There is no "normal" figure for outside work, although 1.5 percent has sometimes been used. What the drycleaner has to watch is whether valuable space and time are being frittered away with irregular items that could be sent out more cheaply.

**Supply Costs:** They're half again too high! Or at least a third too high, granting that supplies are much more costly than "normal." The greatest drains on supplies are usually wasteful operation, sloppy measurements and careless handling.

Cutting waste starts in storage. The storage facilities must be adequate and arranged so bottles don't get broken, cartons and bags keep dry, hangers don't get bent or rusted, and nothing gets dirty. If the average drycleaner ever kept careful track of the amount of supplies discarded before they even get used, he'd be appalled—except that just the act of keeping tabs on waste would so quickly alert the working crew that four-fifths of the waste would stop immediately.

Out in the plant equal care is necessary in handling supplies. Containers should be tight and so placed and constructed that no spillage or breakage occurs as supplies are removed or replaced. Filter powder, soap, solvent, hangers or bags on the floor will run up the supply cost surprisingly fast.

Measuring devices should be both accurate and adequate. We are convinced that a lot of filter powder goes on the floor because the cleaner tries to make two heap-

**Comparison Profitable and Unprofitable Plants \$52,000**

	Plant A		Plant B		NICD Normal	
	% of Sales	Dollars	% of Sales	Dollars	% of Sales	Dollars
Call and Delivery	25.6	\$13,300	54.1	\$28,200		
Branch Stores	21.6	11,300	8.3	4,300		
Plant Retail	52.8	27,400	37.2	19,300		
Wholesale			.4	200		
<b>TOTAL SALES</b>	<b>100.0</b>	<b>52,000</b>	<b>100.0</b>	<b>52,000</b>		
Productive Labor	37.8	19,700	35.0	18,200	29.0	\$15,100
Outside Work	.8	400	2.3	1,200		
Solvent	2.9	1,500	2.2	1,100	1.8	900
Soaps & Chemicals	4.1	2,100	3.0	1,600	2.0	1,050
Boxes, Bags, Hangers	2.8	1,500	2.5	1,300	2.0	1,050
All Other Supplies	1.1	600	.9	500	1.2	600
Supplies, Total	10.9	5,700	8.6	4,500	7.0	3,600
Power, Light, Heat	5.8	3,000	4.4	2,300	4.5	2,400
Building	6.0	3,100	3.8	2,000	3.5	1,800
Machinery	7.8	4,100	5.3	2,800	5.0	2,600
Indirect Overhead	6.1	3,200	5.1	2,600	6.0	3,100
<b>TOTAL PRODUCTION COSTS</b>	<b>75.3</b>	<b>39,200</b>	<b>64.6</b>	<b>33,600</b>	<b>55.0</b>	<b>28,600</b>
Delivery Wages & Commissions	4.9	2,600	6.3	3,300	11.0	5,700
Delivery Equipment Expense	2.8	1,450	2.8	1,500	4.5	2,300
Store Salaries & Expense	3.8	1,950	1.5	800	3.0	1,600
Sales Promotion Expense	4.9	2,600	2.4	1,200	5.0	2,600
Claim Adjustments	1.0	500	.3	200	1.5	800
<b>TOTAL SELLING &amp; DISTRIBUTION</b>	<b>17.4</b>	<b>9,100</b>	<b>13.4</b>	<b>7,000</b>	<b>25.0</b>	<b>13,000</b>
Office Salaries & Expense	7.8	4,100	5.7	3,000	4.5	2,400
Office & Administrative Expense	1.4	700	1.4	700	1.5	800
Executive Salaries	3.2	1,600	6.0	3,100	7.0	3,600
<b>TOTAL OFFICE &amp; ADMINISTRATIVE</b>	<b>12.4</b>	<b>6,400</b>	<b>13.1</b>	<b>6,800</b>	<b>13.0</b>	<b>6,800</b>
<b>TOTAL EXPENSE</b>	<b>105.1</b>	<b>54,700</b>	<b>91.1</b>	<b>47,400</b>	<b>93.0</b>	<b>48,400</b>
<b>NET PROFIT (Before Taxes)</b>	<b>-5.1</b>	<b>-2,700</b>	<b>8.9</b>	<b>4,600</b>	<b>7.0</b>	<b>3,600</b>

TYPICAL P AND L STATEMENT analyzed in this section. Percentages based on NICD's 1949 cost bulletin comparing unprofitable and profitable averages. Dollar figures found by multiplying volume of \$52,000 (\$1,000 weekly) by percentages given. Sales and distribution expense has been regrouped in accordance with NICD's latest reports. Also, only a single digit is used after decimals in the percentages, to make easier reading (a practice we recommend highly). Where the second digit after the decimal was 5 or higher, first digit was raised (i.e., 1.75 became 1.8).

ing coffee cans of powder do where three level cans are called for. Spotters should be equipped with shaker bottles and medicine-dropper bottles.

Hanger storage for finishers should be located where traffic can't knock the hangers on to the floor, and fallen hangers ought to be picked up immediately. The same is true of bags. A dirty plant not only causes more reruns but causes a lot of supplies to be discarded, particularly bags, paper and hangers.

Even in plants as "small" as this example (\$1,000 weekly) a drycleaner certainly ought to set up a stock room with inventory control of some kind. It means a possible saving of at least \$1,500 a year, which is better than half the amount of his net loss for the year.

If supplies are issued as needed, by the maintenance man, plant manager or office clerk, and a record kept of the amounts issued, the drycleaner then can determine exactly how much of each item is consumed in a given period. He can then compare these amounts to the number of pieces or pounds of garments processed in the same period. He soon can determine what is normal consumption and detect when waste is occurring that demands explanation. **In the control of supplies as much as anywhere in the plant trends will show up in records long before a plantowner will detect them by casual observation.**

Solvent can slip away in many ways. They were discussed frequently during the shortages of perchlorethylene at the outbreak of the Korean War. The principles apply equally to petroleum solvent. Too short extractions, leaks, frequent spillage, leaks, not enough solvent drawn from filter and still sludge, leaks, solvent-damp garments in hampers or drain buggies waiting for extraction, and, incidentally, leaks in piping, joints, valves, pumps and even in the major pieces of equipment.

A high source of expense with supplies and chemicals is experimentation. Many a plant will have partially used containers of soap from three and even four companies scattered around the cleaning room. When a plantowner tests a new product, he should order exactly what he thinks he needs to make a fair test, and then he should use it up.

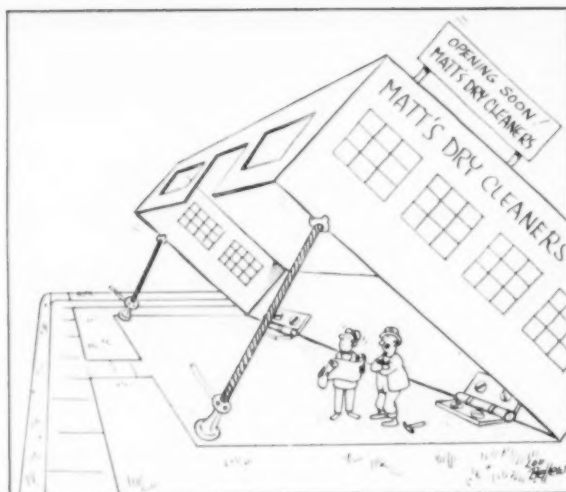
Another cause of expense in this department is purchasing supplies, even when you have no use for them, to get rid of salesmen! That, however, is like paying blackmail. The other party returns with pressure for an always bigger order. Sooner or later the brakes have to be applied, anyway, so why not in the beginning?

**Direct Overheads:** All three direct overheads—power plant, building and machinery—are high, with their total being half again as high as it should be. Our first assumption might be that this is mainly because the plant has far too much capacity for its current volume, so that the facilities aren't operating at an efficient level. This might be borne out by the fact that the plant is advertising so heavily in comparison to the profitable plant.

However, the fact that productive labor and supplies are also considerably out of control would urge us to look more closely at these overheads.

Our first question, then, is how does maintenance operate in this plant—preventively or correctively? Is there always a succession of emergency repairs being made, tying up machines and keeping productive labor idle?

If a troubleshooter were to come into the plant, one of his first actions would be to set up a schedule of maintenance such as was discussed in our last year's Guidebook. He would then weed out the facilities that gave the most trouble and either trade them on new equipment, or remodel them enough to completely



"This'll save the cost of a larger door for bringing in the equipment."

eliminate the breakdowns. Cost should be no problem here, because in the flagrant cases the changes will pay for themselves in a matter of months or even weeks, as will be shown in the "unit costs" section of this discussion.

**Indirect Overhead:** Our unprofitable Plant A is within a tenth of a percent of "normal" on this item. But we still won't skip it because the elements within indirect overhead may be completely out of balance. It is quite possible that both superintendence and janitor service are entirely inadequate.

Because of the oversized labor force throughout the plant, the cost of payroll taxes, compensation insurance and vacation wages will necessarily also be excessive. Since productive supplies are being wasted that is quite likely to be true of indirect supplies, too.

If superintendence and janitor service are lacking, then our circle of sloppy operation is complete. Evidence pointing in that direction comes from the uniform excesses in cost all up and down the line in the productive department. Obviously a plant of this size cannot afford a "production superintendent," but authority for seeing that things are done properly can be delegated to some person or persons. In such cases a proportion of their wages is charged to this indirect overhead account.

**Total Production Costs:** Thus, the total plant costs in Plant A run 20 percentage points above normal, almost 11 points above the profitable plant average. We are convinced that a general tightening up will almost automatically save half of that 11-point spread without making any major changes in the plant.

Delegating responsibility to see that details are performed right, setting up and adhering to maintenance schedules, keeping supply control, and keeping and posting production records—these four measures will do a great deal to shave the production costs to the point where they alone will permit the plant to operate in the black. We implied these aren't "major" changes. Actually, they are, but they require almost no capital outlay to be put into effect.

#### Selling and Distribution

**Delivery Wages and Commissions:** The 4.9 percent of total sales doesn't mean anything. The ratio of \$2,600 to a route volume of \$13,300, however, does give a per-

centage of 19.5. This should be compared with NICD's normal of 11 percent and the profitable plant average of 11.6 (\$3,300 divided by \$28,200).

If Plant A were entirely on pickup-and-delivery service on a route wage cost of 19.5 percent, it would show a 13.1 percent net loss instead of only 5.1 percent loss. Its route average is \$255.50 per week, as against Plant B's weekly average of \$542.30.

The obvious conclusion is that Plant A driver or drivers aren't earning much over their guarantees. It takes a weekly volume of \$200 to \$300, depending on the section of the country, to make a route worth operating. By worth operating we mean just able to spread the overhead. Below that it is a drain on the business.

There can be many reasons for a poor route besides poor caliber of the driver. He may be spending too much time in the plant, checking his racks, even inspecting and bagging. He may have to waste too much time handling do-overs and discussing claims, as suggested by the very high claim-adjustment figure. He may have to wait around for the work to come up that should be ready for delivery, or be running errands for the boss and the plant. Or too much of his time may be taken up in servicing the branch store or stores.

**Delivery Equipment Expense:** This, too, becomes excessive when figured against delivery sales, since it figures out to 10.9 percent, which further runs up the percentage of loss on route volume. It would indicate that Plant A is operating two trucks, neither of them very efficiently, when one would suffice if properly scheduled. Actually, a true picture on route and store costs is hard to obtain from a simple P and L of this type. This is because truck expenses and drivers' wages should be split between route and store charges according to the degree the drivers service the stores.

Therefore, we can only suggest here the factors that might be out of line, and suggest that the plantowner check further into his unit costs as demonstrated later under that heading.

Rearranging the routes is the most promising method of cutting down the ratio of miles per stop. Frequently a third of the mileage for long trips (such as "country routes") can be cut out by having the driver follow a triangle. For example, instead of running out north and back in, then west and back in, he'd run north, then zigzag to the west without coming back into town, finally returning to the plant from the west.

If there is a problem of picking up a load and get-

ting it in before noon to maintain production, the driver can follow this pattern on a smaller scale. Then in the afternoon his second trip would flank the first on all sides without ever covering the same territory.

**Store Salaries and Expense:** This item amounts to \$1,950. For lack of detailed information, it might be split between the branch and the plant retail stores, because although the overhead is bound to be less in the plant store, the volume is also double that of the branch store.

An expense of \$975 against a volume of \$11,300 gives a percentage of 8.6. While NICD's normal is 3 percent, the profitable plant average is roughly 10 percent when figured the same way. In either case the stores are getting in the work a lot cheaper than are the routes for Plant A. In the case of Plant B the routes and stores are costing about the same.

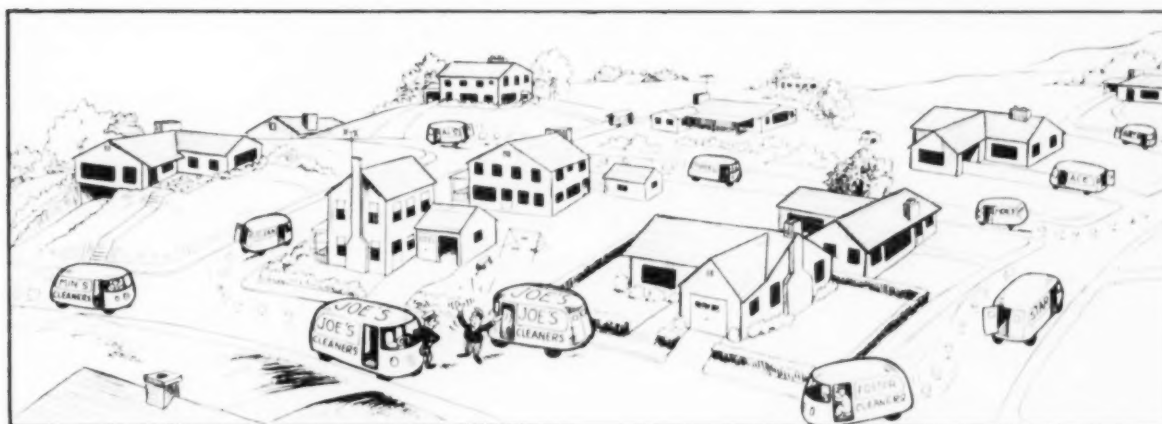
If Plant A could run the rest of its distribution at the cost of 8.6 percent it would take very little reduction in production cost to pull the P and L balance into the black. However, experience with most drycleaning plants shows that the plant store is probably operating at about 3 percent, and the branch store closer to the 30-percent-plus figure shown for the routes. It is our guess that Plant A's only profitable sales outlet is the plant retail store.

One of the biggest wastes of time and money under sales promotion expense is a sales control system—when it isn't kept up to date. Timeliness is the secret of sales control, and a lag of two weeks or a month in using the information is equal to throwing the cost of maintaining the control out the window.

If the drycleaner can't see his way clear to having the control kept current, he should cut it down to a manageable section. It might be just the customers and prospects on his weakest route, or for the branch store, if that is his poorest outlet. Then keep it right up to date and it will pay off!

**Sales Promotion Expense:** Here again the percentage is very close to "normal" yet is subject to suspicion. Because it is so much higher than the profitable plant average, it would indicate that Plant A felt a need to sell harder to overcome inferior quality work. When we say inferior we mean in terms of the price being charged and the grade of work acceptable to most customers at that price.

Secondly, we suspect that the advertising was being



"Funny we can't make money in the richest section in town!"

used in shotgun fashion. Knowing that the route and branch store are not operating profitably, we would prefer to use as much as four-fifths of the promotion budget to bolster those up to profitable levels. Incidentally, while this may seem unwise neglect of the plant store, experience generally proves that when the individual branches and routes are being plugged heavily, the plant store appears automatically to benefit.

By concentration on route and store, we mean intensively cultivating certain neighborhoods with direct mail, neighborhood papers, solicitation, and all means of sales promotion that permit selectivity.

**Claim Adjustment:** The figure of one percent is less than NICD's "normal," but practice today shows a percentage of half of one percent to be tops. This includes plants with extremely liberal adjustment policies. Therefore, anything above that is a danger signal. This is why we suspect that the quality of Plant A's work is below par, and why we believe the production department is carelessly and sloppily run.

#### Office and Administrative

**Office Salaries and Expense:** Here the unnecessary expense is made up of a hundred and one little things that never get organized because they are little things. The answer is in the word "organized." Many jobs in the office get done when somebody has time—otherwise they don't get done.

This applies chiefly to keeping records, which is the backbone of cost control. The cost is the expense of maintaining these records, the loss is in not keeping

them up to date. The sooner the boss can see completed statistics after they have been collected, the quicker he can do something about adverse trends that may be developing.

If records can't always be kept up to date, they should be simplified to the point where they can. Otherwise they become an expense without benefit.

Organizing little things would include seeing that the phone is handy to the employees using it, and that there are pencil, pad, pickup slips, etc., where they will be needed. It may mean installing an intercommunication system, or at least call bells, so clerks don't have to run around the plant hunting the person called.

It means quickly and systematically filing papers and records where they can be just as quickly found when needed. It also means a system of handling records, bills, payments at the time they are supposed to be handled. There should be no shuffling through papers, no hunting in corners.

**Executive Salaries:** They're less than half what they should be. Perhaps that properly reflects the condition of the plant. The word "executive" means someone who *gets things done*. The over-all inefficiency of the operation would indicate that the executive in this instance didn't make a habit of "executing."

The problem here is basically simple. There are two parts: (1) to take time to consistently plan each phase of the plant operation; (2) to consistently put the plans into effect, or knowingly revise a plan, where necessary, but in any case, never letting things drift without *some* action. # 2

## Unit Costs Show the Losses

THE SECRET OF COST CONTROL is to take a problem that appears overwhelming in its entirety and chop it up into small parts, then whip these small parts one by one. The process might be compared to football in the days before the "platoon system," when a quarterback, instead of slamming various parts of the opposing line haphazardly, would pick out the weakest-looking man in that line and work him over until a hole was made for the offensive backs to plow through.

The simile might be carried further, for many times the supposed weak lineman proved to be the block of concrete. The final breakdown of that line came through careful, persistent study of each man, until a likely victim has been found.

Many drycleaners tend to think of their plant operations in terms of the whole. Their routes and stores are all tabbed with the same label of success or failure that is reflected in the business itself. In doing so they steadily overlook those parts of their businesses that are dragging them down.

Without quibbling about fractions of cents or even the pennies themselves, even the smallest operator can

figure with satisfactory accuracy just how much it costs him to clean, spot, press and handle any specific class of garment.

The chart of "Labor Costs by Departments" gives an idea of the type of cost breakdown the cleaner can obtain with the few simple records available to him. The numbers of silk and wool pieces come off the invoices, if he doesn't keep piece counts for the individual employees. The pounds come from the weighing records in the cleaning room (he *does* weigh each load, we hope). The total costs come from the pay records.

Where an employee does two to four different jobs, an effort has to be made either to keep track of the time devoted to each and allot his wages accordingly, or else arbitrarily divide his wages. The effort of keeping at least a rough record will probably be justified, since guesses always invite wide errors on which to base cost figures.

Actually, a good habit for the small plantowner to form is deliberately reviewing each employee's activity daily in his own mind. This isn't so much so he can "crack down" on laggard workers, as to be able to spot



inefficiencies involving methods, cooperation between workers, changes in the character of work being handled, slow breakdown of equipment, etc.

The number of pieces divided by the hours devoted to them gives the average production per operator for each hour (P.O.H.). The wages paid for those hours, divided by the total pieces produced, gives the cost per piece.

The figures in the chart can serve the reader only as a guide or target to shoot at. They were recorded at a MacIntosh conference in 1950, based on three months' intense competition between the six member plants. The months were July through September. Each low and each high was the record of the winner or low plant in each department, so no one plant was represented by a complete set of figures. No plant had over-all costs as low as 11.76 cents or as high as 28.61 cents productive labor in producing a garment.

If the small operator breaks down his labor costs in similar fashion, the importances of some costs might surprise him. Particularly since the MacIntosh group maintains a high level of quality, which the small operator must do to survive and grow.

Notice the differences in cost for the same operation for wools versus silks in drycleaning and spotting, as well as the very slight difference in finishing silks as compared to wools.

	Wools	Silks
Marking	1.1 cents	1.1 cents
Drycleaning	1.6 cents	.8 cents
Spotting	1.3 cents	3.4 cents
Finishing	5.6 cents	6.1 cents
Free repairs	4.7 cents	4.7 cents
Inspection and Assembly	2.1 cents	2.1 cents
	16.4 cents	18.1 cents

When buttons and trim are being removed and replaced the free repairs become the second highest labor cost. Yet most cleaning plants, particularly the smaller ones, neglect the efficiency of their sewing departments above all others.

Although they were "average" costs, the above figures are very low targets for the smaller plants to shoot at, for at least three reasons. First, they were done under contest conditions. Second, they were set in large plants, as a whole, with employees who didn't have to do two or three jobs in one day. Finally, that was over two years ago, when wage levels were somewhat lower than they are today.

We'd like to strike out the last paragraph, because most drycleaners don't know what it costs them to clean



"Can't afford to buy soap at any price!"

a garment today. So they wouldn't even know if those costs were low. For years the rule of thumb has been that productive labor, including supervision, should be kept under 25 cents per piece, for a drycleaner to make out satisfactorily. This rule probably still holds. Efficiency has kept pace fairly well, so that productive labor costs have not risen quite as much as sales labor costs.

To go on finding the total cost per piece, the small cleaner can divide the total number of pieces handled into the supply cost and into the overhead expenses for the week or month being figured. These fractions, added to those given above, should give the cost of producing a garment.

The larger firms will be able to break down the supplies according to the department in which they are used, and the types of garments involved. Power plant overhead could be divided among cleaning, spotting and finishing; machinery overhead split according to the departments involved, and building overhead apportioned by floor area devoted to each department.

Sales, distribution, office and administrative expense can also be divided by pieces to show the total average cost per piece. For the small plant, this will give the proprietor a fair working knowledge of what his money

### Labor Costs by Departments

LABOR COSTS PER 100 UNITS (pieces or pounds as indicated) shows average cost per piece of 16.4 cents for wools and 18.1 cents for silks. Wetcleaning is an extra labor cost of 3.3 cents for either. Drycleaning was converted from pounds to pieces on a basis of  $\frac{3}{4}$  lbs. per piece for silks and  $1\frac{1}{2}$  lbs. per piece for wools. Based on three summer months, so wools would be higher in spring and fall when overcoats are figured in. Figures from 1950 MacIntosh contest. No set of figures from any specific plant

Units	Costs in cents per piece			Production P.O.H.		
	Lowest	Highest	Average	Highest	Lowest	Average
Marking, pc.	.89	1.26	1.12	115	68	84
Drycleaning lbs.	.71	1.27	1.07	154	72	105
Drycleaning wools, pc.	1.06	1.90	1.60	102	48	70
Drycleaning silks, pc.	.53	.95	.80	204	96	140
Wetcleaning, pc.	2.14	5.35	3.34	48	17	35
Wool spotting, pc.	.55	1.75	1.31	179	64	90
Silk spotting, pc.	2.60	4.04	3.42	44	33	35
Wool finishing, pc.	4.40	7.11	5.63	35	14	21
Silk finishing, pc.	4.45	8.33	6.07	28	12	18
Free repairs (all pcs.), pc.	3.31	5.59	4.66	34	12	20
Inspect and assemble, pc.	1.55	3.09	2.07	65	31	46
TOTAL PRODUCTIVE LABOR COST						
Dryclean Wools	11.76	20.70	16.39			
Silks	13.33	23.26	18.14			
With wetclean Wools	13.90	26.05	19.73			
Silks	15.47	28.61	21.48			



"Tell you what I'm gonna do—I'll take \$1,000 cash or \$1,500 in your customers' past-due accounts!"

goes for as compared to what he gets. It will also help him to establish prices and even guide his sales policies, as will be discussed later on.

#### Costs of Sales Units

For some reason many drycleaners take their plant retail stores for granted when discussing costs. It is almost as though there were no costs involved just because the store is physically part of the plant, and often productive or clerical employees tend the counter as a part of their other duties. Therefore such plant-owners have absolutely no idea of what the costs of maintaining the plant stores may be, even while they are opening and closing branch stores like fireflies, and splitting and consolidating routes as if they were kneading bread.

The plant store has three points in its favor in terms of keeping costs below branch store costs. Those three are the things that owners of so-called package or neighborhood plants are using to the greatest advantage.

Rent or building overhead becomes less per square foot as the over-all area rented or maintained increases. The plant store therefore enjoys a considerably lower rental per square foot through sharing space with the plant. The package plant achieves the same result by renting more floor space than needed for a store and using the extra space for production, even when the cleaning, the spotting, and even the hard finishing are done in a "mother" plant.

Transportation is eliminated, becoming merely a question of pushing garments on a slickrail or moving them on rolling racks.

Fuller, more efficient use of the sales clerks' time is possible by giving them plant duties to fill in when the counter doesn't keep them busy. Yet the plant store need not have this advantage over the branch store. Both unit labor costs and overhead can be reduced in branch stores by moving office duties to these branches. These include:

Keeping sales-control records, not only for the store involved but for other stores and routes;

Addressing, "stuffing" and sealing direct-mail pieces;

Assembling and recording production and sales records;

Bookkeeping;

Putting pants guards on hangers;

Keeping stock-control records, even though the stock room is at the plant;

Plus a dozen other things the cleaner can think of if he reviews all the tasks in his plant in terms of possible transfer to a branch store.

However, to get a true picture of what the plant store does cost a drycleaner he must make an effort to split shared costs with some accuracy. Floor space charged to the plant store, for instance, should include all the call-rack space and the feeder rail, and the dressing rooms, if any. Marking space should be charged to production, except where only the names and addresses are marked on invoices before the orders move elsewhere for the actual marking.

The overhead expenses are split in the same ratio, after the obvious charges are deducted. For instance, the rated steam consumption of various production units would be deducted from power costs, then the rest pro rated according to floor area to cover heat and hot water.

Decorating the plant store interior is chargeable entirely to the plant store. Signs and exterior decorations should also be charged to the store, unless the plant is on a heavily traveled thoroughfare. Then it is fair to charge off a portion of the exterior decorating, or even window display, as "institutional" advertising in the sales promotion account. The drycleaner will have to be guided by his aims in decorating, when allocating such costs.

Space occupied by office equipment is charged to office and administrative expense, even though the personnel spends a lot of time at the plant store counter.

#### Branch Store Starvation

By now we've tipped our hand on both the problems and solutions involved in the branch stores. But consider the following variable items that go to influ-

#### Big and Little Savings

Getting all the facts can often change the picture about a proposal to "save" something. We have in mind a certain drycleaner who enthusiastically installed a mechanical device for opening and closing the garage door, yet he couldn't be persuaded to set his pants topping and legging presses in a "V." The door would "save" money because it saved the driver from getting out of the truck. Changing the trouser layout seemed to make only a few seconds' difference in the pressers' "speed" and so our cleaner couldn't see the value of the change.

He forgot that the driver uses that garage door twice a day, so it will take 7 to 10 years to pay for the opening gadget. But the presser is going to press over 30,000 pairs of pants in the next year. A saving of three seconds per pair is worth over \$250 in saving of labor in that time, which is at least three times what the change in layout would cost the plantowner.

Our friend doesn't know: (a) that he didn't have all the facts; (b) that any improvement is probably justified if it pays for itself in a year; (c) a net saving in the layout change of \$160 would equal a 5 percent profit on \$3,200 additional dry-cleaning volume.

ence store costs. By variable we mean they won't be the same for any two branch stores in the same city, or even on the same street or in the same general shopping area:

1. Rent per order and per square foot;
2. Labor cost per order or piece;
3. Turnover in terms of storage space and liquid cash;
4. Insurance of all kinds;
5. Ease of access for the driver;
6. Peaks and valleys of volume in terms of hours store is open, which affects overhead and labor costs;
7. Intensity of special advertising, due to differences in class of customer;
8. Decorating—in terms of building construction and speed of deterioration (smoke, smog, salt air, humidity, etc.);
9. Maintenance, also in terms of the above;
10. Degree of supervision required;
11. Expense of supervision, including both salaries and travel expense;
12. Rate of claims—and don't think they'll be the same in different types of neighborhoods!

We've said enough, we hope, to convince the reader that he can't afford to lump store expense under one heading and assume all stores cost him about the same. The above factors—some or all of them—may be reasons why one store pays off and another is bleeding the cleaner to economic death. But he can't find out until he accurately separates the costs of the different stores, including the plant store which is most likely to vary from the others and throw the total store-cost picture out of perspective.

Keeping separate store costs is a lot easier than breaking down costs in the plant, because it is already a separate unit physically. Even the supplies have to be distributed in lots that can be easily recorded. There is, therefore, little reason for failing to keep tabs on a store.

This goes for the little plant especially. The typical setup, in small towns particularly, is a plant with a small plant store (or just a counter near the front door),

plus a little branch outlet "downtown," plus a truck or two, plus a couple of wholesale accounts or a "bobtail" driver who owns his own truck.

Each of those is a "sales outlet." The drycleaner should know if each is profitable to him. If he uses a wholesale account or bobtail to "spread the overhead" even if the outlet isn't profitable in itself, he should be sure the loss on the outlet isn't greater than the gain in lowered production and overhead costs obtained by the additional volume. This will be discussed under "break-even charts."

#### Delivery Expense

Here again we have actual physical units that can be easily separated costwise. Factors that influence route costs in a manner not so easily detected as actual volume are:

1. Age of trucks;
2. Quality of maintenance;
3. Driver's sales ability;
4. Driver's driving habits;
5. Driver's accident proneness (not necessarily the same as his driving habits);
6. Distance between stops;
7. Driver's organization of route;
8. Length of run to and from first and last stops;
9. Size of average orders;
10. Frequency of calls per week;
11. Length of time devoted to checking and loading work;
12. Simplicity of the pickup slip;
13. Pro rata cost of supervision—or actual cost of supervision, where training a new man takes longer than retraining an older one;
14. Licensing and insurance.

This business of knowing costs for each sales outlet becomes especially important when the drycleaner is setting price scales, which do not necessarily have to be the same for different outlets, even in the same city. It will have a considerable bearing on discounts given, special price-reduction sales, premiums charged, pushing of de luxe or thrifty services, etc. # #

## Charts and Graphs

CHARTS ARE AIDS to people who aren't "figure-minded." Careful study of a chart or a graph will almost always give a clearer picture than reams of tables.

By far the most to be gained from charts and graphs is in making them yourself. Nothing is more likely to drive home important financial facts than to set down on paper the physical proportions of the facts and their relation to each other.

One of the best management tools a drycleaning plant can have is a pad of graph paper with the rulings  $\frac{1}{4}$  inch apart. This is used not only for charts and graphs, but also for planning changes in layout on a

scale of  $\frac{1}{4}$  inch to the foot. Such paper comes in pads of  $8\frac{1}{2}$ " by 11" size, and in sheets measuring 17" by 22".

It is surprising the number of things that can be illustrated by graphs. Any two factors that affect each other, or that are both affected by a third factor, can be charted.

If two factors don't seem to fit on a chart together, both may be put on separate charts with a third factor common to both, i.e., cost to pounds on one and cost to pieces on another. We are showing several applications of sales versus costs with this article.

Some interesting combinations that also can be

### Fixed and Variable Costs on \$78,000 Annual Volume

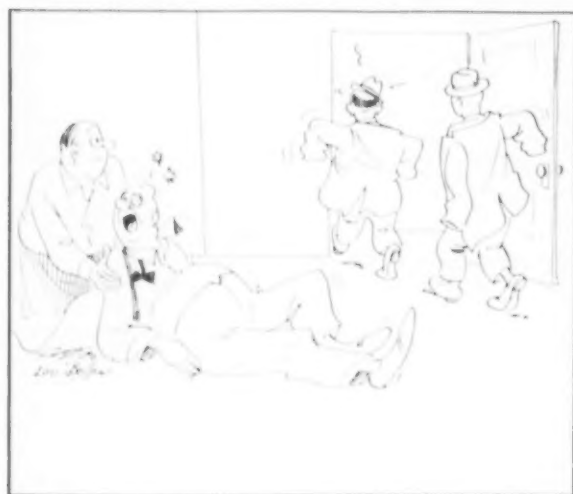
Costs for the Year	Fixed	Variable	Total	% to Sales
Productive Labor	\$15,600	\$12,300	\$27,900	35.8
Outside Work	—	1,800	1,800	2.3
Productive Supplies	—	7,250	7,250	9.3
Power Plant	600	3,080	3,680	4.7
Building	1,800	310	2,110	2.7
Machinery	2,500	780	3,280	4.2
Indirect	2,800	880	3,680	4.7
<b>TOTAL PRODUCTIVE</b>	<b>23,300</b>	<b>26,400</b>	<b>49,700</b>	<b>63.7</b>
Office Salaries & Exp.	2,310	1,040	3,350	4.3
Other Expense	900	430	1,330	1.7
Executive Salaries	3,200	—	3,200	4.1
<b>TOTAL OFFICE &amp; ADMIN.</b>	<b>6,410</b>	<b>1,470</b>	<b>7,880</b>	<b>10.1</b>
<b>TOTAL PLANT EXP.</b>	<b>29,710</b>	<b>27,870</b>	<b>57,580</b>	<b>73.8</b>
Delivery Wages	2,080	4,870	6,950	8.9
Delivery Equipment	1,000	1,110	2,110	2.7
Store Salaries & Exp.	1,870	—	1,870	2.4
Sales Promotion	—	2,260	2,260	2.9
Claims	—	460	460	.6
<b>TOTAL SALES EXP.</b>	<b>4,950</b>	<b>8,700</b>	<b>13,650</b>	<b>17.5</b>
<b>TOTAL COST</b>	<b>34,660</b>	<b>36,570</b>	<b>71,230</b>	<b>91.3</b>
<b>NET PROFIT</b>			<b>6,770</b>	<b>8.6</b>

Fig. 1. PLANTOWNER'S FLEXIBILITY is shown by division of fixed and variable expenses on "blizzard" basis rather than "no work, no pay" rules

charted are average weekly temperatures on the left, with sales and costs at the bottom. You could also put either temperature or relative humidity at the left and production efficiency at the bottom. Or percentage of claims at the left and volume at the bottom to chart effect of overwork on rate of claims. By putting costs of operation at the left and poundage or production of pieces at the bottom you can compare machinery efficiency with a different line for each machine.

Any time a plantowner feels that he can't quite grasp a problem and it lends itself to charting, he can help himself a great deal by trying to get it down on a chart or graph where he can see it.

The need for graphs usually varies from time to time. A manager will generally settle on a few that ought to be kept up regularly to show trends, as de-



"I offered my pressers a share of the profits instead of a raise."

scribed in the first section of this study. Others may be made only once, or kept for only a few weeks or months, until a situation has been cleared up.

The length of time described in a chart depends on the factors involved. To begin with, both the longest and shortest times should be charted separately, such as yearly and weekly, as well as monthly. This compares the part to the whole of any problem. Naturally charts on a weekly basis will show much greater fluctuations in the drycleaning business where volume varies so much from week to week.

The value of weekly charts is that they reduce a problem to its smallest fractions. Thus you can see this problem in terms of immediate action—saving \$2 here, or \$5 there, in little ways that mount up to hundreds of dollars in a year's time.

### Making a Chart

Several "rules" will make charting easier to do and to understand. One is make the charts big enough! Use a big scale, which is to say make the units of measurement small enough so lines on the charts don't get jumbled up (note drivers' commissions chart on page 58 to see what a lot of lines can do, if you use too small a scale).

It is best to use scales that make the lines run from the lower left corner to the upper right, at approximately a 45° angle. They usually will space out a little better this way.

To do this, use the same scales at left and bottom when the values are about the same, such as when comparing sales and costs. If values aren't the same, figure the average ratio one bears to the other. Productive labor, for instance, is generally a third of total sales. So, if you are charting the variations in productive labor when sales rise or drop, you give about a third as much value to labor cost units on the left hand side of the chart as you do to the total sales units at the bottom. Thus, three squares at the left might equal \$30, while at the bottom three squares would equal \$100.

There is nothing rigid about this. The "creator" should vary scales to suit himself. Generally, you put

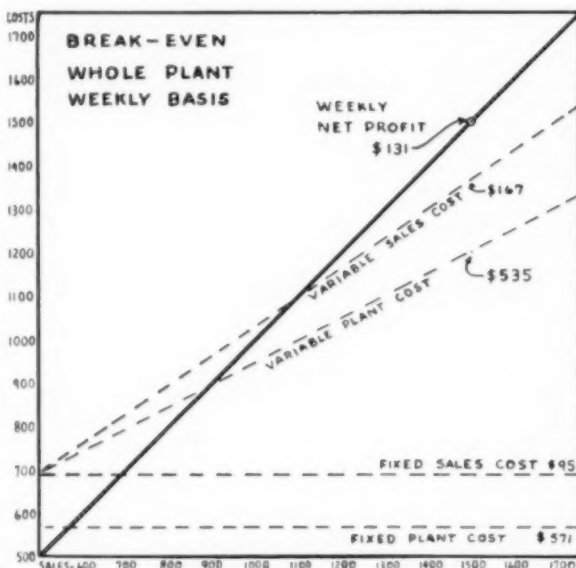


Fig. 2. STARTING POINT of scales on chart need not be zero, when there is no activity there. This plant break-even chart was able to use bigger scale on small paper because it started at \$500 unit



## Weekly Costs Spread Over the Sales Sources

Weekly Expense	Plant Retail		Branch Store		Route A		Route B		Wholesale		Totals	
	Fixed	Variable	Fixed	Variable	Fixed	Variable	Fixed	Variable	Fixed	Variable	Fixed	Variable
Productive Labor											\$300	\$237
Outside Work											—	35
Productive Supplies											—	139
All Overheads											148	97
All Office & Admin.											123	28
<b>TOTAL PLANT EXP.</b>	<b>\$217</b>	<b>\$204</b>	<b>\$68</b>	<b>\$64</b>	<b>\$181</b>	<b>\$170</b>	<b>\$97</b>	<b>\$91</b>	<b>\$7</b>	<b>\$6</b>	<b>\$571</b>	<b>\$535</b>
Delivery Wages					20	61	20	33			40	94
Delivery Equipment					10	14	10	6			20	20
Store Salaries & Exp.	28		8								36	—
Sales Promotion & Claims		20		6		17		9			—	52
<b>TOTAL SALES EXP.</b>	<b>28</b>	<b>20</b>	<b>8</b>	<b>6</b>	<b>30</b>	<b>92</b>	<b>30</b>	<b>48</b>	<b>—</b>	<b>—</b>	<b>95</b>	<b>167</b>

Fig. 4. CHARGING COSTS FAIRLY is a subject for debate. Here both fixed and variable costs are divided according to percentage of sales. Other ways are referred to in the text.

the smaller units to the left, which makes the lines go higher on the chart as the ratio increases. This merely seems more natural, but it is not necessary.

If you wish to make the lines climb more sharply, make the units at the left represent an even smaller value, or the bottom units an even larger value. This is always effective for showing changes in both values and ratios sharply, since it tends to exaggerate the changes. To flatten the lines (often called "curves"), you increase the value of each unit on the left or reduce the value of those at the bottom.

### Example of \$78,000 Plant

To show how, and why, these charts are used, we are taking the figures on annual volume for a plant doing approximately \$78,000 in 1951, or \$1,500 per week. The actual amounts in dollars have been rounded out. This not only makes them easier for you to read, but for us to figure!

Figure 1 is the plant's annual profit and loss statement. It is set up in familiar NICD arrangement, with one exception. The sales and distribution expense is placed below the office and administrative expense. In most of our figuring we will group productive and administrative expense together as "plant expense," whereas sales and distribution is "sales expense" and will be broken down in several ways as we go on.

Figure 2 is a break-even chart for the plant's average weekly sales and costs. It shows that the plant averaged a profit of \$131 per week at the volume of \$1,500. It also shows that the plant ceases to make a profit whenever its volume drops below about \$1,076 per week. It's a satisfying picture, but since our plantowner is a restless "joe" who wants to make sure he isn't missing any bets, we'll check further.

### Breakdown by Sales Outlets (Sales of \$78,000)

	Weekly Average	Annual Volume	% Total Sales
Call & Deliver	\$730	\$38,000	48.7
Route A	(475)	(24,700)	(31.7)
Route B	(255)	(13,300)	(17.0)
Branch Store	180	9,270	11.9
Plant Retail	570	29,800	38.2
Wholesale	20	930	1.2
<b>TOTALS</b>	<b>1,500</b>	<b>78,000</b>	<b>100.0</b>

Fig. 3. SOURCE-OF-BUSINESS breakdown is needed to charge costs according to percentage of volume obtained through each source.



"The bookkeeper's always glad when Junior's home from college—he interprets for the old man."

Figure 3 shows the sales broken down according to the outlet through which they were obtained. Particularly important is the percentage the volume from each outlet bears to the total volume. This will decide how many of the costs will be charged.

Now look back at Figure 1. You note that all costs have been divided according to how much is "fixed" and how much is "variable." Fixed costs are those that go on no matter how much or how little business there is in the plant. Variable costs go up and down with the volume, usually in almost the same proportion.

Fixed and variable costs are not the same in any two plants! They aren't the same in the mind of any accountant or drycleaner! However, once a plantowner has satisfied himself as to what his fixed and variable costs are, he can determine their ratio to each other. This will sometimes aid him in making quick decisions based on what is his "nut" or fixed cost.

### Fixed Cost in a Blizzard

It is frequently suggested that you call fixed costs anything that would go on even though you had no business whatsoever. We feel this is slightly unrealistic. It suggests a plant shut down and being maintained only to prevent deterioration.

We approach division of costs in terms of a tem-

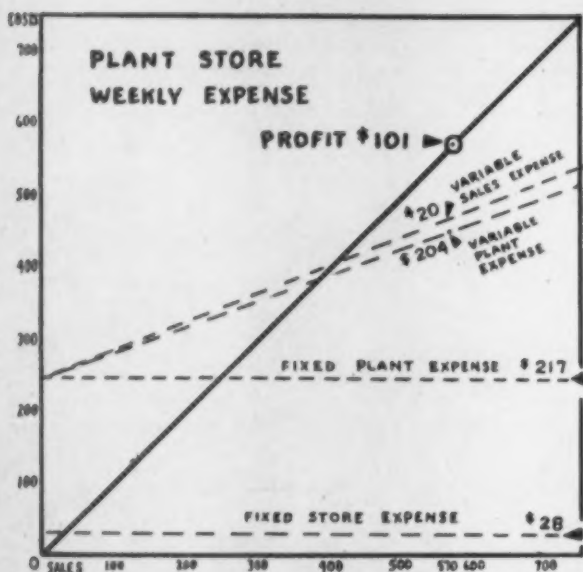


Fig. 5. DOTTED CIRCLE on heavy sales line shows where average weekly volume falls. Highest variable expense line marks break-even point where it crosses sales line at \$400 per week. When volume falls below that, plant store would be losing money

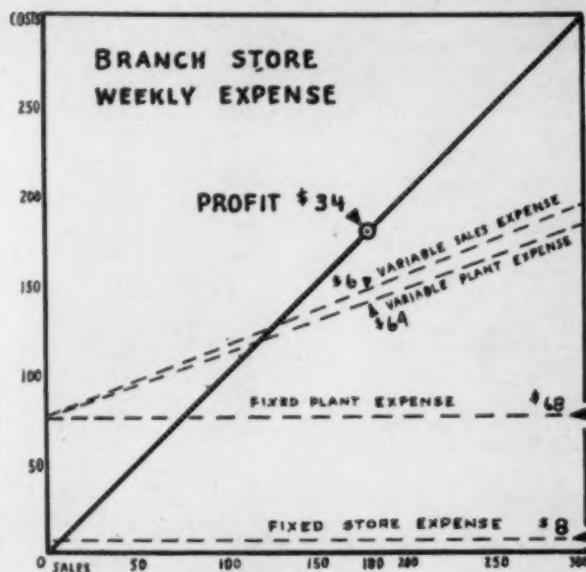


Fig. 6. SMALLER SCALE is used on the branch store break-even chart. Detail would be crowded if same scale was used as that on the previous chart

porary shutdown, such as might occur during a blizzard or flood, or even a strike. On this basis, certain "variable" costs are actually fixed.

In productive labor, for instance, there are key employees whose wages you are inclined to pay, come hell or high water! They're faithful to you—and you're going to be loyal to them! So their wages are a fixed cost. All other productive wages are variable.

If you go on down through your P and L statement on this "blizzard" principle of dividing fixed and variable costs you will get a very true picture of *your* plant operation in terms of *your* own business philosophy. Thus you can more quickly determine if it is your

philosophy that needs changing, or certain plant practices.

Our next step in this problem we are working is to split the annual cost items, both variable and fixed, into weekly amounts. These are then spread out, as in Figure 4, according to sales outlets. This is to find out which outlets are profitable, and which are not, if any.

Expenses that are peculiar to a single outlet are charged to that outlet, as with delivery wages, etc. Then both fixed and variable expenses that are common to all outlets, such as the plant and administrative items, are portioned out according to the percentage of volume coming from each outlet.

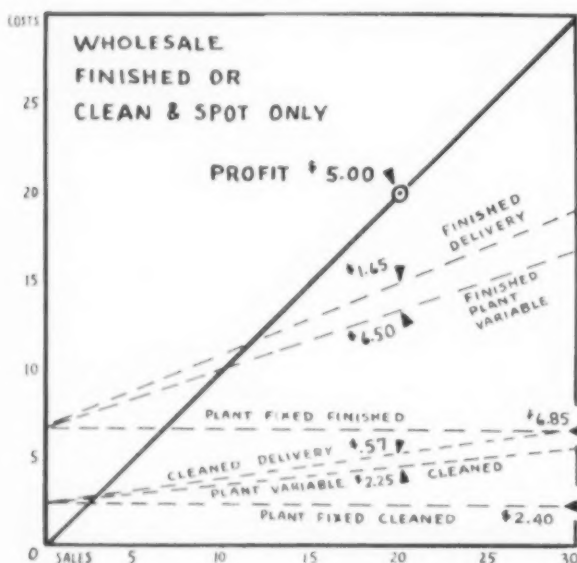


Fig. 9. \$20 OF WHOLESALE more profitable than \$730 of route business. Shows costs whether clean and spot only, or completely finished

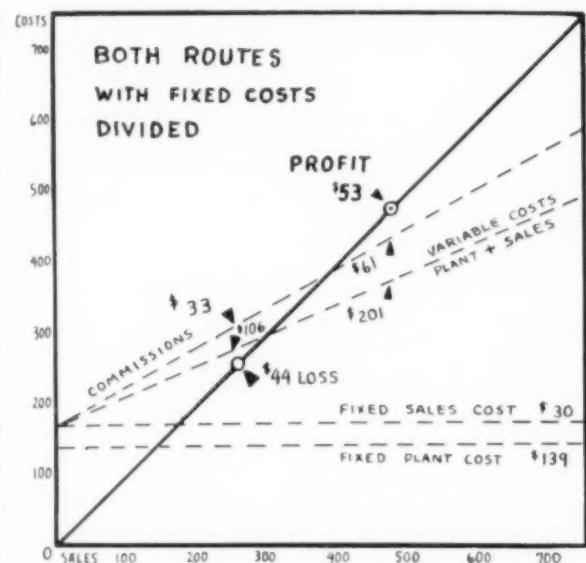


Fig. 10. INVESTMENT BASIS used for dividing fixed plant costs also. Proves one route truly profitable but not route operation at this plant

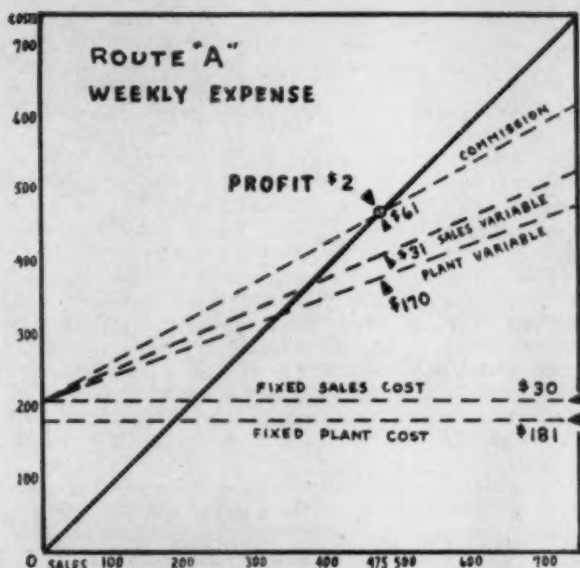


Fig. 7. BEST ROUTE not so good when proportionate expense is charged to its volume. Commission is \$20 plus 13 percent, with the \$20 included in "fixed sales cost"

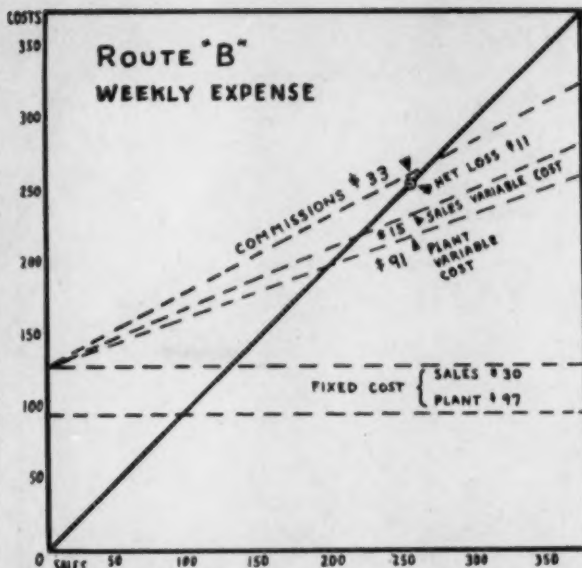


Fig. 8. LOSING DEAL on second route, even with fixed costs divided by percentage of volume. Scale units also reduced here to make detail easier to read

This is certainly fair enough with *variable* costs, since the volume itself regulates the amount of these costs. You can always start a lively debate among accountants about the wisdom of charging *fixed* costs on percentage of volume in the same manner. Some prefer to divide fixed costs in the same ratios as the capital investment in each of the sales outlets. Others prefer to use comparative sales capacities as a basis of dividing fixed costs. The reader would probably see a lot of new angles to his business if he experimented with all three bases of cost charging.

The method we suggest has the merit of requiring

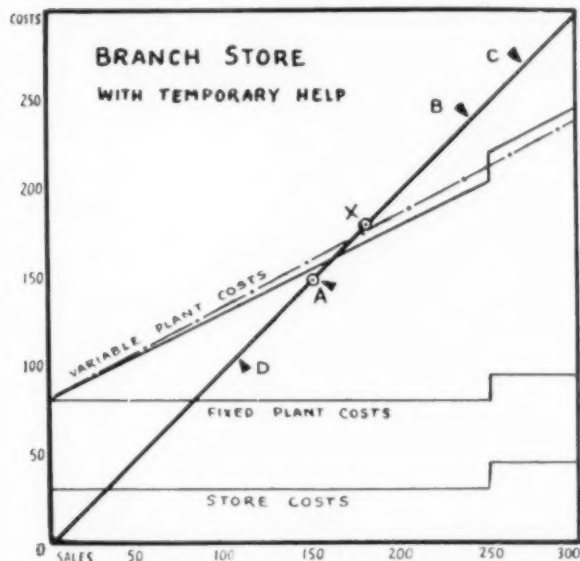
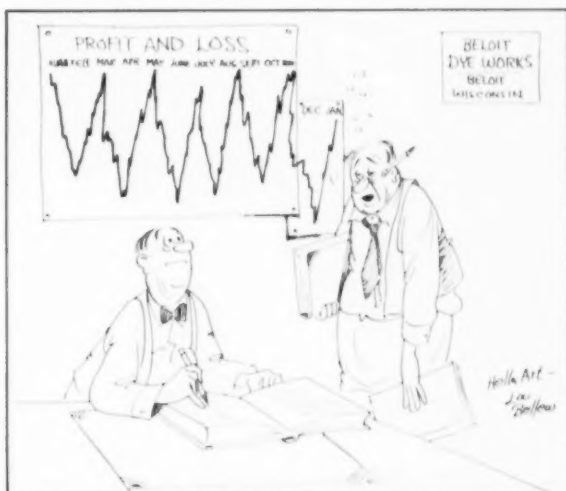


Fig. 11. THREE PERCENT INCENTIVE demonstrated by dot-dash line replacing temporary help. "A" is previous volume level, "X" new volume level



"I'm through—I just can't take it any longer!"

less bookkeeping and being somewhat quicker. The important thing is to recognize that the obvious sales and distribution costs aren't the only consideration when it comes to telling whether a store or route is profitable.

Another thing to remember is that the term "fixed cost" is only relative. Major changes in equipment or facilities will revise them. Trends toward increased or decreased volume will do likewise. Economic changes affecting equipment and supply costs, wages, and overheads like taxes and insurance, have done much to push cleaners' fixed costs upwards throughout the past two decades.

#### Break-even Chart Breakdown

We're now ready to set up break-even charts for the separate sales outlets. The first is for the plant's retail store, shown in Figure 5. If the fixed store expense seems low, it is because the "rent" charged the plant

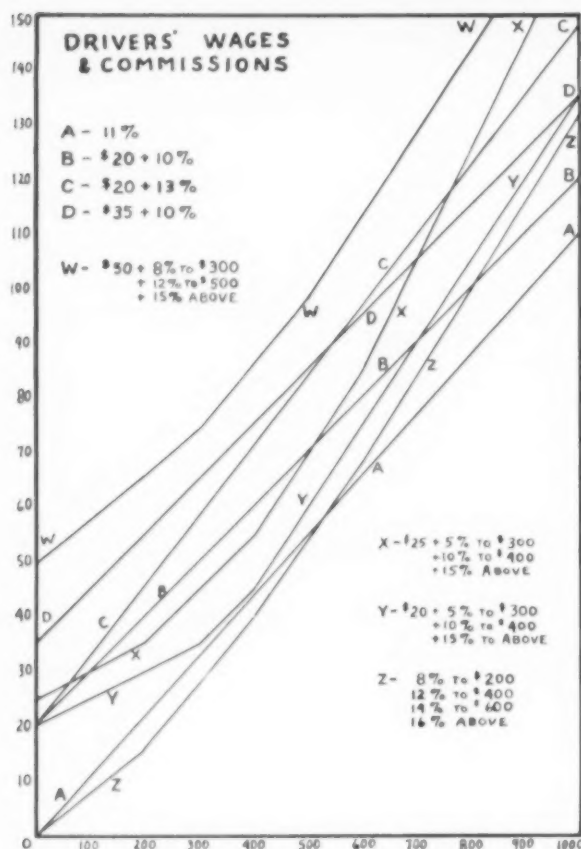


Fig. 12. HOW PAY PLANS LOOK when drawn on graph paper for comparison. Drycleaner can use scales to fit his own route volumes and experiment with several possibilities to find the best for his operation. Commissions at left, route volumes across the bottom

store does not include space occupied by office equipment, even though the same girls work at both.

The salesgirls' wages are charged off to this expense only for the actual portions of time devoted to the counter. Marking and assembly are production costs, charged as such. Billing, bookkeeping and correspondence are office expense, charged to that account.

Note the plant retail store shows a net profit of \$101 per week, or three-fourths of the whole plant's profit of \$131. Yet the plant store handles only 38.2 percent of the volume. In other words the plant store provides double its share of the net profit.

The branch store, in Figure 6, also shows a profit of the same proportions compared to its share of the volume (11.9 percent). Actually the fixed store expense of \$8 would probably be about \$12, and the plant store expense about \$24. This is because it is more difficult to keep the branch store girls busy with work that can sop up overhead than is true with the plant store girls. Also sharing space with the larger plant gives a lower square foot rental for the plant store.

If our plantowner were to make breakdown charts of his routes, as we have done here in Figures 7 and 8, we suspect he might be a little startled at their story. He'd find himself suffering a net loss on his route operation of \$9 per week, averaged throughout the year! In fact, he'll find he is making more profit each week from his twenty buck wholesale account (Figure 9), which he is handling only as a "favor for a friend," than he is from his entire route operation.

We have set up "commissions" as a separate variable cost item on the routes because of the way they are split. The two men are paid a base wage or "guarantee" of \$20, plus 13 percent. Such a base wage is really a fixed sales expense and therefore is included in the \$30 charged under that head. This means that driver "A" gets \$81 per week on an average volume of \$475. It amounts to a net of 17 percent. Meanwhile, driver "B" receives \$53 for a route average of \$255 weekly. His percentage comes to nearly 21. The average of the two is 18.5 percent.

You could say that the better driver (or better route) is being unfairly penalized with higher fixed costs, just because it is doing more business. Assuming the trucks cost the same, you could set up the break-even chart for both routes with an equal fixed cost, as in Figure 10. Here \$139 is half the fixed cost charged to the entire delivery operation. On this basis Route B becomes even less profitable, while Route A looks like it is worth maintaining.

Our drycleaner friend neglected to tell us what type of wholesale work he is doing for his "friend." Figure 9 shows that he must be making at least \$5 a week from it, if he does a complete job, including delivering the work. If he only cleans, spots and wetcleans the work he makes as much as \$15.35 a week on it. However, before we all rush into the wholesale drycleaning business, remember this "nut" is spread over a volume of retail business. If our friend were a wholesaler he'd have to draw volume from a community ten times the size of the one he serves.

#### Other Uses for Graphs

Sometimes we can't get clear in our heads the impact of some expense factors. On graph paper they be-

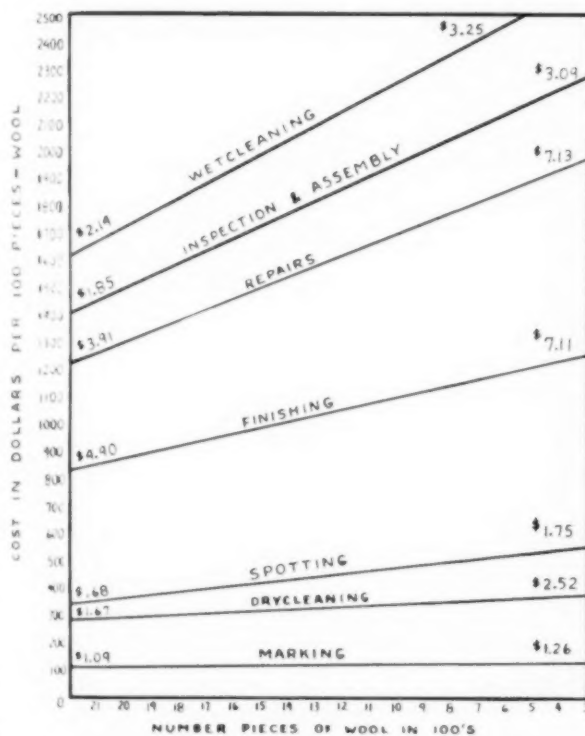


Fig. 13. VOLUME VS. LABOR COSTS can be charted out from experience and used to project costs against future volume



come absurdly simple. An example of what we mean is Figure 11, a branch store from a different plant. This plantowner was complaining he "couldn't make any money" on this store no matter how much volume it did.

Every time the volume got up around \$250 a week he found the salesgirl overwhelmed with work. So he had a high school girl come in part time when necessary. This explains the hop in store costs at the \$250 mark, which naturally pushes up the whole line of costs.

At \$250 a week he wasn't making any more money than at \$220. He had to get up to \$270 weekly (C) to equal his profit at \$240 (B). What irked him was that, being in a resort area, his average branch store volume was around \$150, because of many weeks at a little over \$100. He counted on those few big weeks to pull that store through for the year.



Incentives can be overdone

In this case, the plantowner finally put a sales control system into that one branch store. It is directed at permanent residents only and is abandoned temporarily the twelve weeks of the "season." Also in the off-season the salesgirl in that store mails out simple postcards to names on the sales control list at monthly intervals. Finally, she also was given a 3 percent commission on sales through the store, from which is deducted the cost of any temporary help.

She has since handled as much as \$350 without a murmur. The dot-dash line in Figure 11 shows the change in the cost picture. The dotted circle at X shows the new average weekly volume level which puts the store on the black side of the ledger instead of the red. Not shown here are some savings in fixed and variable plant costs which make the picture look even better.

#### Charting Drivers' Commissions

That spider web of lines on Figure 12 shows how various plans for paying drivers will work out at different volumes. We don't recommend any particular plan for your operation, as only you can figure out what will work best for you. These were picked from eight plants at random merely because of the differences in methods of pay. The plants also vary widely in size and location.

A cleaner has to consider so many factors: going wage rates in his area, average size of route, average

order size, number of days and hours worked on the route, time in the plant, prices, whether men are supposed to sell and how much, and type of promotion and supervision provided. It takes all these to determine whether a high or low percentage is desirable and fair to both plantowner and driver.

Figure 12 shows the following comparisons at \$200 intervals:

#### Drivers' Percentages With Each Plan

Plan	\$200	\$400	\$600	\$800
A	11.0%	11.0%	11.0%	11.0%
B	15.0	15.0	13.3	12.2
C	23.0	18.0	16.3	15.5
D	27.5	18.7	15.7	14.4
W	33.0	34.2	18.8	17.9
X	17.5	13.8	14.2	15.6
Y	15.0	11.2	12.5	13.2
Z	8.0	10.0	11.2	12.5

In 1951 the NICD Cost Percentage bulletin contained the following average percentages. They were obtained by dividing the percentage of call and delivery volume in each volume group into the percentage representing drivers' wages and commissions.

#### Drivers' Percentages by Volume

Under \$25,000	11.1%
\$ 25,000 - \$ 40,000	12.5
40,000 - 60,000	18.0
60,000 - 80,000	18.0
80,000 - 100,000	15.0
100,000 - 150,000	15.0
150,000 - 300,000	15.8
Above 300,000	23.2

If you make these same calculations by sections of the country you find the following ratios of driver wages and commissions to route volume:

#### Drivers' Percentages by Section

Northeast—Conn., Mass., Maine, N. H., R. I., Vt.	17.4
Middle East—	
Del., D. C., Md., N. J., N. Y., Pa., Va., W. Va.	18.3
South—Fla., Ga., N. C., S. C.	35.1
South Central—Ala., Ky., La., Miss., Tenn.	18.3
North Central—Ill., Ind., Mich., Ohio	16.7
North Midwest—	
Iowa, Minn., Nebr., N. D., S. D., Wis.	16.9
South Midwest—Ark., Kans., Mo., Okla., Texas	19.1
Rocky Mountain—Ariz., Colo., N. M., Utah, Wyo.	8.6
Far Northwest—Idaho, Mont., Ore., Wash.	17.4
Far Southwest—Calif., Nevada	23.6

It would take another issue of this magazine to explore why commission percentages do vary so widely both by sections and by volume classifications. Therefore even a generalization is dangerous, when remembering all the factors involved in setting wage plans. But, there certainly is trouble for the average cleaner if his drivers' payroll percentage gets above 18 percent to volume handled. For the very small cleaner with comparatively higher production costs, even 14 percent is likely to be unprofitable.

When preparing a wage and commission setup, the cleaner has to consider in what range his routes are likely to fall, i.e., \$200-\$400, or \$500-\$700. He should then attempt to provide the drivers a fair wage in that area, while leaving some incentive to push the volume higher, and providing some protection when the volume drops consistently lower. # #

# Budgetary Control

"BUDGETING IS TO TELL YOU that the money in your bank account ain't yours!" Such was the cryptic comment of a Yankee drycleaner attending NICD's management course some months back. We are clouding the basic truth in the statement if we insist this is really the function of bookkeeping. Bookkeeping gives us a corpse. It may be a wealthy corpse or a pauper, but it is just as dead and gone.

Budgets are alive! They are a promise, a warning, and a challenge. There's nothing you can do about a profit and loss statement—unless you translate it into budgets. Without budgets, cost accounting has no value!

Budgeting is an easily acquired skill, composed of equal parts of experience and horse sense. The only weakness of budgeting is the weakness of would-be, or rather ought-to-be budgeters, who discard a budget at the first sign of strain. Such persons prefer the blissful (?) ignorance of rocks in the dark to seeing those rocks lined up ahead in full daylight! To them budgets are always insisting on the impossible.

Yet, as Gordon McKee of Jarman's, Ltd., London, Ontario, wrote in these pages a couple of years back, on the subject of budgetary control, "The number of 'impossible' things that can be done is surprising, once their effect on profit is understood and appreciated." Mr. McKee also stated:

"Budgetary control should be a means of insuring that the various aspects of the business are kept in proper relationship with each other. Too often a loss or poor profit is not due to any inefficiency in any specific aspect of the business, but rather to a poor conception of the over-all operation—a sales program to produce \$250,000 and a delivery system that is being pushed to the limit at \$200,000, or a fine advertising campaign and a niggardly claims policy, and so forth. The act of preparing an over-all budget for the entire operation should show up and correct such errors."

## Budgeting Comes at Slow Time

There is no doubt that preparing budgets is work. It is work that must be done by the drycleaner or manager who is responsible for the proper working of the over-all budget. But budgeting has one great advantage that many other management functions do not have in the average drycleaning plant. All the hard work comes in the slow season. If it doesn't, for plants in Florida or other winter-season localities, the drycleaner should seriously consider changing his fiscal year to periods starting at a season when he can devote plenty of time to budgeting. Or better yet, he should hire his productive or sales work done, and devote more of his own time to managerial duties—such as budgeting.

Once the few days, or even a couple of weeks, have

been devoted to setting up the budgets, the drycleaner will get back the time it took with interest in time saved when he is busy with productive or sales operation.

There are three major budgets for drycleaning plants or any other small businesses. These are the sales budget, the financial or funding budget, and the plant or operating budget.

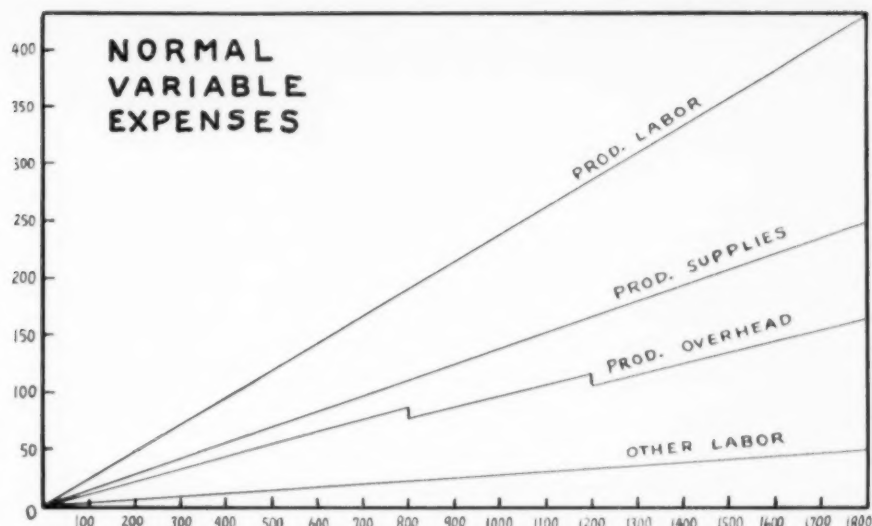
To be of any real value to a drycleaner, these budgets ought to be set up on a weekly basis, for several reasons. The week is a cleaner's normal unit in measuring both sales volume and all wages. Trends show up quickly after a few weekly reports that may take not less than three monthly reports to become apparent. Because payrolls generally aren't "weighted" for weeks breaking over ends of the month, the confusion of four-versus five-payday months makes monthly comparisons rather awkward.

WEEKLY VARIABLE EXPENSES

Date	Remarks	Size	Production Labor	Supplies	Productive Overhead	Other Labor
3 14	Painted/restrung lipstick lock	651	155 161 +6	90 93 +3	50 77 +17	10 10
21	New counter top	794	190 182 -8	110 107 -3	85 92 +7	20 10 -10
28		998	240 241 +1	150 152 +2	97 98 +1	20 21 +1
4 4	\$22 O.T.	1742	435 443 +8	240 237 -3	150 148 -2	40 45 +5
11	Damaged Vagor	1462	355 347 -8	205 217 +12	155 117 -38	40 42 +2
18		1007	245 240 -5	140 145 +5	99 101 +2	20 15 -5
25		1255	295 287 -8	170 171 +1	110 106 -4	35 34 -1
5 2		1510	335 299 -36	185 179 -6	117 107 -10	50 37 -13

VARIABLE EXPENSE ONLY. On this chart all fixed expenses and all automatic (noncontrollable) expenses are omitted, including wages of key personnel. Thus manager concentrates on expenses needing constant control. Overhead is high according to plan when volume is low, because production workers switch to maintenance. Column for "remarks" tells what was done, explains high costs where necessary. O.T. means overtime in that week. Typed figures are normal costs at various sales figures, according to graph on opposite page

NORMAL COSTS TO SALES can be taken from this chart. Of special interest is the zigzag production overhead line that drops at \$800 volume and again at \$1,200. Purpose is to compensate for switching the productive labor to maintenance work. Drops may be made deeper or more in number in different plants; this only demonstrates how it can be done. Left is costs, bottom is sales



Many conditions that affect the drycleaning industry, such as weather, holidays, hunting and fishing seasons, fiestas, etc., either last less than a month or don't coincide with the months. Hence, it is much easier to remember and isolate unusual circumstances that upset budgets for the shorter weekly periods.

#### Sales Budget

The sales budget is based on performances of previous years. To do the job right the figure for each week

should be taken from three to preferably five years' experience; i.e., first week in the year, second week, and so on up to the fifty-second week. If five-years sales figures for the first week in January, for instance, are totalled and divided by five, the result would be a reasonable target for the first week in January of the coming year, because the averaging offsets distortion caused by a blizzard or other unusual factor.

If for a particular branch store that first week in successive years was \$325, \$295, \$340, \$190, \$315, the resultant figure on which to base your budget for that week should be \$293. This has the effect of not creating too high an expectancy for any period, and provides a "built-in" buffer against emergencies such as blizzards.

We referred to a branch store. These sales budgets should be calculated not only by sales outlets, but also by services. Thus you can pinpoint trouble areas when sales aren't up to par. A master sales budget tells how the business as a whole is doing. The individual outlet and service budgets show up trends running counter to those of the business.

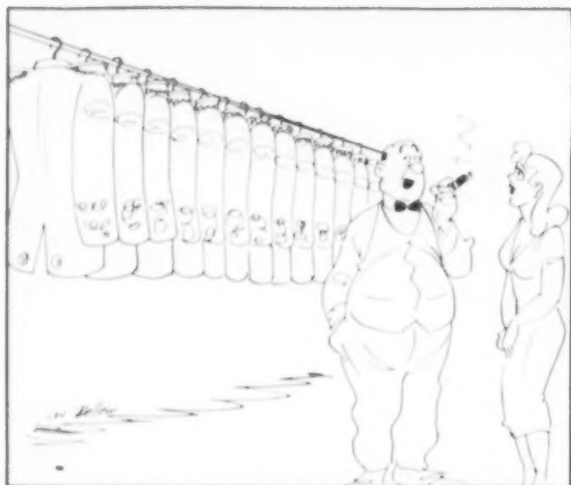
This base figure (obtained by averaging five years' records) is the starting point. If you have realistic reasons for expecting an increase in volume, make a conservative estimate of how much the increase will be, expressed as a percentage. Then multiply each base figure by that percentage to arrive at a reasonable budget figure for each week. (In the plant store sales budget shown on this page, the five-year averages were multiplied by 11 percent, then rounded off to the next lowest figure ending in zero or 5.)

Realistic reasons for expecting an increase in the volume of any specific outlet include: a history of consistent growth; a substantial increase in advertising, either for the whole business or for the specific outlet; an increase in population; re-routing of traffic to improve the outlet's exposure; training of sales personnel; substantial improvement in quality; new management (maybe); increase in local income such as new business or new long-time contracts for existing business. By the same token, competition might force a cleaner to adjust in the opposite direction.

You should also make some adjustments in your budget for the predictable variations caused by Easter week, the four- or five-day work weeks caused by holidays, school vacations and examination periods, as well

Week Ending	5 Year Average	Total Budget	Shirts/Budget	Shirts/Actual	Shirts/Budget	Shirts/Actual
Jan. 9	400	280	25	15	10	2
10	700	500	50	30	170	100
17	700	510	50	30	170	100
24	710	790	60	40	200	120
31	690	770	60	40	190	110
Feb. 7	690	770	60	40	190	110
14	690	770	60	40	190	110
21	710	790	60	40	200	120
28	670	750	50	30	170	100
Mar. 7	690	770	60	40	190	110
14	690	770	60	40	190	110
21	690	770	60	40	190	110
28	690	770	60	40	190	110
Apr. 4	690	770	60	40	190	110
11	690	770	60	40	190	110

WEEKLY SALES BUDGET. Check marks are figures below budget. First line on each date is week's sales, second line total sales to date. Demonstration of value of weekly budget as compared with monthly shows in shirt columns. Blizzard knocked volume in January, which loss of \$50 carried without change through February. March showed an additional loss of \$50, which cleaner would blame on fire next door. But weekly budget record shows shirt volume dropping week of March 7, even while cleaning was up. The drop in shirts was even greater the week before the fire, with cleaning still up. Because of the weekly control, the cleaner was already retraining his shirt crew the day of the fire and his weekly shirt volume was back to budget by Easter, with the cumulative total beginning to catch up again.



"Better wire for NICD's uniform account classifications."

as annual celebrations that cause the populace to bring out its best clothes.

The plantowner or manager should fill in the actual sales figures himself from data supplied by the office girls. The impact of the figures is quicker, and often the solutions suggest themselves at almost the same time when trends are down.

#### Plant Budget

The plant budget is an estimation of what the weekly P and L statement will be. To make it more practical for the cleaner to use quickly on a weekly basis, the fixed costs can be eliminated or set to one side. Then the variable costs are arranged so they can be read easily.

In the smaller plants some of the costs, such as supplies, light and power, or delivery and store expense, may prove difficult to distribute on a weekly basis. In such cases the spaces provided can be left blank until the end of the month. At that time the monthly expense can be divided among the weeks according to their respective volumes. In the meanwhile, if the cleaner wishes to determine his profit for the week he can temporarily insert the budgeted amounts and get a fairly accurate profit figure.

A break-even chart for the total volume done by the business makes plant budgeting a simple process. In one column the estimated weekly sales are listed. In the next column are placed figures for the variable costs at the levels of volume chosen. A third column shows actual costs as the weeks pass by. Excesses over budget appear in a fourth column.

It is that fourth column that the cleaner watches like a hawk. So long as it's empty, he has no serious worries. But when a figure is entered in the fourth column, it should be explained at once. In most cases "unusual" circumstances will be the cause and recurrence is unlikely. But when excesses continue for two or three weeks in a row, it is time for definite action.

#### Payroll Budget

Many drycleaners find it much more convenient and less time-consuming to separate all their payroll items from the plant budget and collect them on a separate sheet. The payroll represents better than half the dry-cleaner's total expenses. It also is the hardest to control.

By making this separation, the manager can control

his labor costs on a weekly basis, while leaving other plant costs for monthly review. The danger in doing so is that the cleaner comes to think that labor saving is his only cost-control function, to the detriment of quality and service.

A separate payroll budget does lay stress on flexibility among the employees. One of the greatest aids to controlling labor expense is to prepare a list of non-productive tasks that can be done around the plant by unskilled or semiskilled help. Then be prepared to fill in slack times with this type of work.

Regular daily or weekly maintenance must be carried on schedule. Therefore it is figured into your regular work load. But there is an indefinite list of chores to be done around the plant, the stores or the trucks that can be used as fill-ins.

#### Funding or Financial Budget

The motto of this budget is "where is the money coming from?" Or "I wanta be ready!"

In one column is listed the anticipated profit for each week. Taken from the plant budget it is the cost,

Sales \$	Plant Payroll	Variable Payroll	Budget \$ to Sales	Actual \$ to Sales	Difference Under Over
650					
Marketing	30		2.75	2.79	19
Dyeing/bleaching	30	1.50	2.25	3.32	107
Finishing	10		1.75	1.97	25
Spinning	30	1.5	3.75	6.63	387
Wool Finishing	45		6.00	6.62	62
Wool Finishing	35		4.50	5.15	65
Household	20		2.75	2.79	19
Press Repairs	18		1.75	2.65	90
Wool Repairs	17		1.90	2.50	60
Supplies & Admin.	15		2.15	2.10	05
Superintendence	18		1.00	1.97	97
Maintenance	100		1.00	1.00	00
Plant	2	10.50			
Power	1.50	9.50			
Machinery	4.50	17			
Truck	1.15	1.15			
Store	1.15	1			
Subs. Promotion					
Control		2.70			
Milling		9.50			
Telephone		1			
	1050	91.65			
	250.50	57.95	30.55	37.60	630

WEEKLY PAYROLL REPORT designed to remind manager to shift employees on to day work or maintenance work according to plan, rather than wait until he sees them standing around or obviously stretching work out. Another column or two could be added for the maintenance and sales promotion payrolls. These would show how much of the annual funds allotted to those departments has been used up at the end of each week. While total amount of maintenance and sales promotion labor done in a year is limited, a cleaner can improve the productive labor picture in the off season by budgeting or scheduling his deferrable chores to slack times.



		CASH FUNDING										
		Sales and Receipts	Payroll	Supplies Plant	Supplies Office	Rent Plant, Garage Store	Sales Promotion & Claims	Power, Light, Heat Services	Admin. Expense	Insurance & Taxes	Depreciation	Payments
Jan.	3	COB 12/1/52 Total cash Exp. 790 1620 772	870	518		200	20		10		30	
	10	COB Total Exp. 648 1378 908	790	528	128	30	25	100	10		30	60
	17	COB 678 1363 824	790	540			25		10	218	30	
	24	COB 659 1184 669	728	528	61	18	25		10		30	
	31	COB 688 1186 878	690	518			20		10		30	
Feb.	7	COB 610 1280 1088	680	518	128	50	20	100	10	38	30	
	14	COB 678 900 645	678	520			25		10		30	60
	21	COB 588										

CASH FUNDING BUDGET differs from profit and loss statement in that it tells the manager approximately how much cash will be available during any given week. Thus he is prepared for nonoperating payments such as income taxes and capital outlays (payments on equipment or trucks, etc.). He isn't beguiled by temporary large cash surpluses in the bank. Sales on this chart are estimated, cash on hand (COH) in each case is total of previous week's surplus, plus current week's profit or loss. Cash funding is the most important budgeting operation in business. It should be reviewed once a month in view of variations in sales from the anticipated figures.

as indicated by the break-even chart, subtracted from the anticipated volume of each week.

In another column or several columns are listed all the nonoperating payments to fall during the coming budget period. These include federal and state income taxes, payment of bank loans, settlement of past-due accounts, purchase or payment on new equipment or facilities, property improvement levies, etc.

In a final column should be listed the total accumulation of cash reserve from profits, less the nonoperating expenditures. It is the canny plantowner who realizes that this budget is fully as important as any he should use.

This is the budget that tells him he can meet his payroll on any given date. If the cash reserve from profits promises to be nonexistent in any week, he knows in advance he will have to dip into his own pocket or personal bank account to meet the payroll. Or else he will have to borrow from the bank.

Too many small plant operators don't realize the importance of (a) avoiding frequent borrowing at comparatively high interest rates, and (b) taking discounts for cash on supplies and equipment whenever and wherever possible.

If a plant is doing \$50,000 worth of business a year, probably \$5,000 worth of its expenses, including supplies of all kinds, is subject to an average discount of 2 percent. This is either an out-and-out discount for cash, or a lower price for buying in larger quantities.

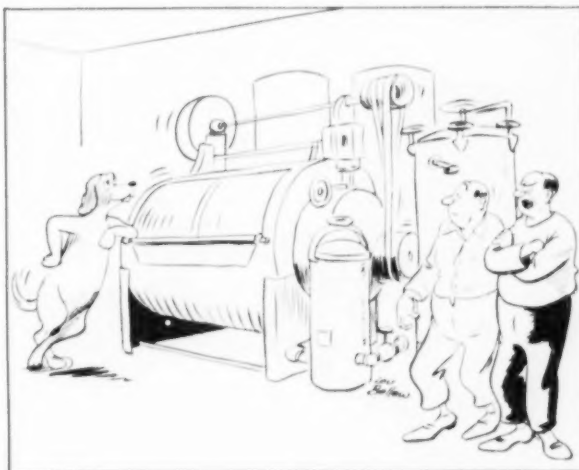
The small plantowner not fully aware of the relationship of discounts and interest to profit, may think this a small matter, \$100 a year on \$5,000. Yet if he makes a profit of 10 percent for the year on his operations, the discounts equal the profit on an additional \$1,000 volume. If he makes only 5 percent profit, they equal the profit on an extra \$2,000 volume.

Now, if your cleaning plantowner not only fails to take discounts, but through bad scheduling of payments through the year also pays the bank an additional

\$100 in interest on loans to meet his payroll or supply bills, it is just as though he had lost another \$1,000 or \$2,000 in drycleaning volume.

This makes a fitting note on which to wind up this discussion of budgetary control. No profitable business is the result of spectacular savings in a single phase of the operation. Successful management is the process of continually putting out small fires before they become big ones. That is budgetary control.

The good manager makes his business as "fireproof" as possible with good equipment, well-trained employees and skilled supervision. But in the final showdown, big profits are made only through the sensitive control made possible by carefully worked budgets and budgetary control. # #



"And I thought he was so cute when I taught him his first tricks . . . now he's got my job!"

# Thoughts on Pricing

ESTABLISHING A PRICE for drycleaning begins with "what is the accepted price in the area." We'd like to stress the word "area." There is nothing wrong with charging different prices in different areas, if it is done on a basis of cost rather than strictly on what the traffic will bear. The latter course only invites competition that would be easier to keep out than to fight once it has been established.

So, first a cleaner wants to know if he can make a fair profit at the going price. If not, could he do so with a change in either the price or the type of service?

The delicacy of proper pricing shows up when a drycleaner tries to get the type of garments that are most profitable to handle in his particular plant. Here is where the technique of running sales on specific items helps to get or hold a proper balance in a plant.

Frequently a quality plant finds itself with a high percentage of silks in proportion to wools. In many instances that means a cheaper cleaner is getting the wool business, particularly on men's darks, because the difference in the quality of the work isn't so apparent. Thus the quality cleaner is losing the type of volume that carries the overhead. He's getting only the stuff that is hardest to clean right.

Since he is going to get most of that tough stuff, anyhow, the quality cleaner will be justified in raising his price slightly on those items, while lowering the prices on wools to close the gap with his competition. This explains the price differential of as much as 25 cents (i.e., \$1.25 for men's suits, \$1.50 for ladies') sometimes seen in drycleaners' price scales. More frequently it is 10 or 15 cents.

Raising prices is often a necessity to maintain a decent profit or return on capital invested. It should generally be regarded as a calamity. Higher prices indicate that the system of American enterprise, the constant effort to produce more for less, is temporarily out of whack! Each time the average price for drycleaning goes up to "comfortable" levels, a new group of drycleaners is being invited to move in and prove drycleaning can be done better and cheaper.

An effort to simplify price scales is always commendable. But oversimplification exposes a drycleaner to price competition that allows the competitor to get "first licks" at the business. Customers bring in their garments for him, in effect, to select what he will clean at the advertised low price. The rest he will do at a price comparable to the quality cleaner's. Or else he will price high enough so it comes over to the quality cleaner to be handled at a smaller margin of profit than the easy-to-do work that the price operator picked out for himself.

## Costs Determine Prices

We discussed unit costs in another section. Here they can be used to set equitable prices on all the work being handled by the drycleaner. Once he has found what it costs—in labor, supplies and overhead—to process a single garment, silk or wool, he has a base on which to work.

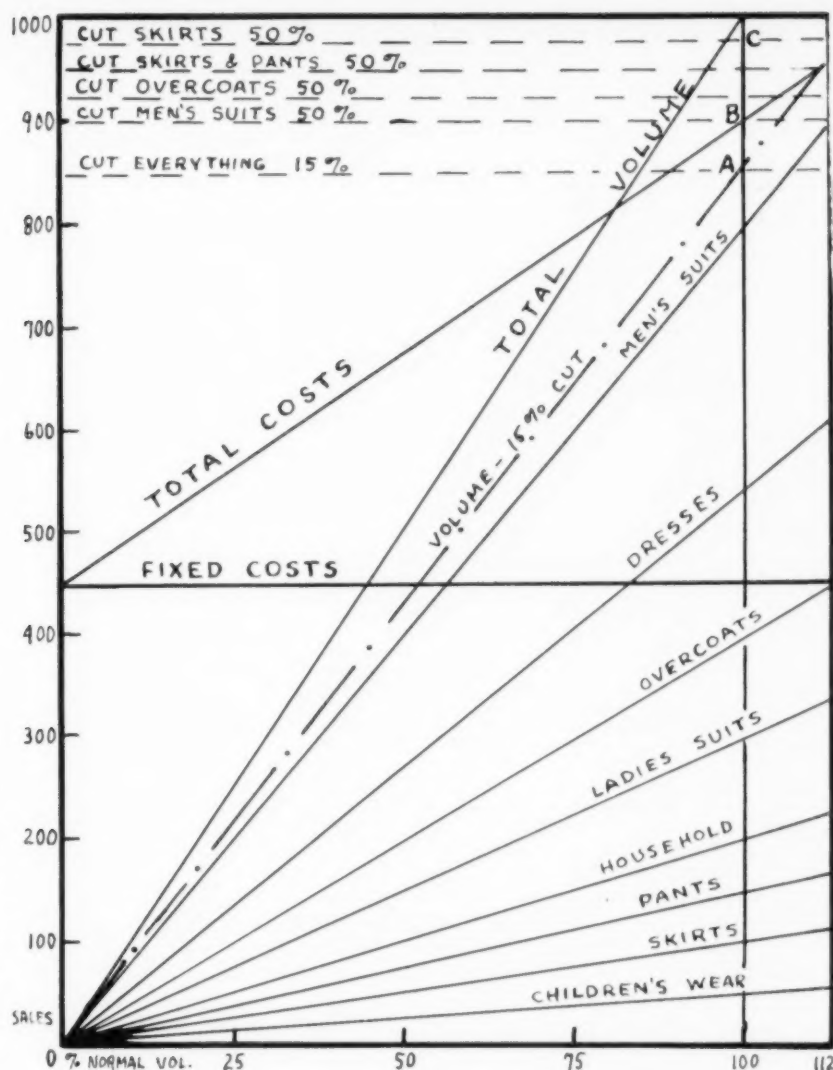


"Which books d'you want? For taxes, or my creditors, or my partner, or the help, or my missus—or my own books?"



"Our customers like getting tags back. We give free cleaning for every twenty tags they return."

**SPECIALS VERSUS PRICE CUTTING** illustrated. Diagonals mark proportions of types of work coming in during particular season. Price cut across board of 15 percent (A) reduces dollar volume to dot-dash line. However, if larger cut were made on only one type of garment, total dollar volume would drop only to (B) if it were men's suits, or to (C) if it were skirts. Notice that with a 15 percent cut in price over-all it takes a 12 percent increase in pieces to break even. Since purpose of price sales is usually to maintain volume, this represents considerable strain



Suppose, for example, the cleaner's average labor cost is 25 cents per piece. Supplies and overhead make another nickel, giving him a total of 30 cents production cost per piece. This is an *average* cost for all pieces, either silk or wool. This average cost is the base, now, for a plain garment.

The labor cost of any extra work likely to be used on a garment is now added to the base price. By applying the average cost to the simplest garments, the cleaner gives himself a little margin to price to the nearest nickel without incurring loss.

The plantowner usually has less trouble fixing prices on fancy garments than he does in training the clerks to charge them. The net result is that he makes the charge enough higher so the clerks can play a little in favor of the customer and still leave him with some margin of profit.

When the market for cleaning gets truly competitive, however, the cleaner can begin to lose his shirt unless his pricing reflects his costs. Then is the time when he needs published prices that are competitive with those of the cleaners who are fighting for his quality of work.

Nothing can be more profitable than to spend time

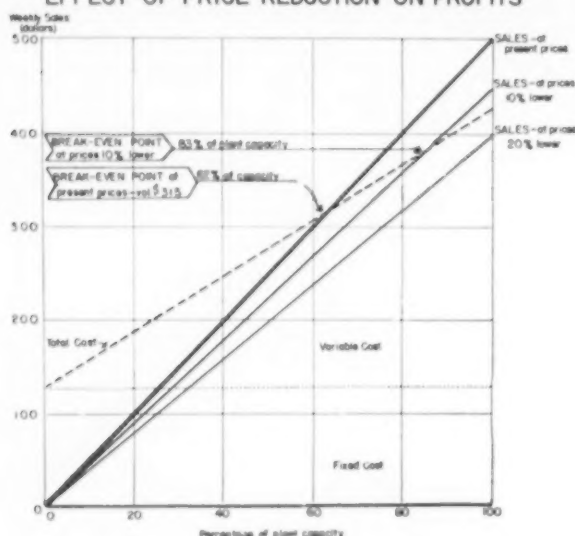
at the assembly racks, almost daily, particularly when a new store girl is being trained. Consistent checking of the prices on the invoices against the actual appearance of the garment will do much to help keep the pricing situation under control.

Often a route or store is operated at a loss when a moderate price increase would make it profitable. The thought of raising the price hasn't occurred because all the other outlets are doing well enough at the going rates. However, a price rise is often the answer for the out-of-town store, the "country" route, or either route or store in the high-rent, high-income sector.

By the same token a moderate reduction in price is feasible in a low-rent, low-income area where maintenance costs are likely to be less and customer demands not so rigorous. Charting costs for operating separate sales outlets will often point up the possibilities.

This practice of charging what the costs would indicate is actually the basis for the two- or three-price plans, carried to extremes. In order to meet price competition without compromising your quality, you strip costs by elimination of services. On the de luxe service

## EFFECT OF PRICE REDUCTION ON PROFITS



CUT PRICE CUTS PROFITS according to break-even chart showing effect on profits of 10-percent cut across the board as compared to 20-percent cut. The 20-percent cut pushes the break-even point above plant capacity! Remember "plant capacity" means pounds or pieces plant can handle. If another cost line were drawn from 100 at left and parallel to broken line, it would represent 20 percent reduction in cost, which would be a fantastic achievement. Yet it would intersect the sales line (at 20-percent price reduction) exactly at the edge representing plant capacity, indicating that the plant still would only break even.

you charge the finicky customer for extras that are "nice but not necessary" and expensively labor-consuming.

Another form of recognizing cost differences is granting sizable discounts from an official price. Frequently the price variations are in terms of the size of this discount in different stores. This makes it easier for the plant to change the discount without confusing the over-all price scale. Using the discount also permits maintaining a single price scale without having to compute different prices for each type of garment in each outlet.

When the drycleaner thinks of his prices in terms of covering his costs, he will then treat both the question of pickup-and-delivery service and the problem of granting credit in terms of what these extra services cost him. Credit involves extra bookkeeping, extra correspondence, actual losses through bad debts, and it ties up capital.

Remember, credit ties up capital. You lend customers money when you permit them to defer payment. Since you can at least get interest at the bank with that money, you are justified in including such a charge in the price of your credit service.

The easiest way to do this, for most drycleaners, is to combine their call-and-delivery service and their charge-account service, and set a price that covers the extra expense of handling this credit. At the same time the store service is made strictly cash-and-carry, either at a lower price or a discount that reflects both the lower distribution cost and the lack of credit expense.

An alternative is to set a base price, which is for a

In many sections of the country a fair base price for drycleaning and the average wage in the plant are practically equal.

charge account picked up and delivered. Cash-on-delivery merits a 5 percent "discount." A charge account through a store calls for a 10 percent discount, and cash business through the store is for 15 percent off.

Both methods are somewhat arbitrary, and most cleaners wind up making all kinds of exceptions. Exceptions are all right, so long as the cleaner makes sure he isn't losing money, and isn't being forced to borrow money to meet current expenses because he is short liquid capital that is invested in charge accounts.

Charge accounts and delivery service do not necessarily mean greater over-all cost to a cleaner. In many cases offering these services will build volume to a point where productive and administrative costs are reduced by a greater amount than the increased cost incurred in the added services.

We are therefore urging that the cleaner make sure what he is doing with added services, whether pickup-and-delivery or charge accounts. He should set goals to achieve and determine just what they will cost him.

Price sales and price cutting are two different animals. At least they should be if the price sales are properly planned.

The primary purpose of a price sale is *not* to rob the other cleaners of *their* volume, but to draw from customers business that isn't usually available, or that would be more likely to come in when you are busier. An equally important reason for a price sale is to increase revenue during a slow period. A third reason is to increase the number of pieces or pounds, in order to keep the steady crew on the job.

These three reasons are woven together. A good price sale qualifies on all three counts. A price sale is sour if it misses on any one of these qualifications. If sour sales are repeated frequently, the drycleaner is on his way to bankruptcy.

The secret of running a price sale is *control*. There should always be certain limits confining the sale. It should have a time limit. The cleaner should have an "out" if he is flooded beyond capacity and can't readjust to handle more of the item featured in the sale. He should carefully define what the sale includes and what it does not include. Otherwise some other class of garment may suddenly be found flooding in unexpectedly at the reduced price, with the danger of forcing the revenue below the break-even point.



"Only profitable item I have—it's fully depreciated."



There are other ways of competing than arbitrarily reducing prices. Any step to improve quality is in effect a price reduction, in that you are giving the customer more for her money. This includes not only better cleaning, spotting and finishing, but also more repairing, better packaging, quicker service.

Even an "introductory offer" in the form of reduced prices, whether a "half price" deal, or two garments for one, or whatever, should have limits. If certificates are given out, they should have expiration dates to prevent customers bringing them in for redemption in the midst of your busy season when the sale or offer is long forgotten.

#### **Before You Fix Your Base Price**

There are three almost inflexible factors to consider in establishing your base price. They are: available market, plant capacity and liquid capital.

The drycleaner who is studying his price structure should look first at the potential market. Drycleaning volume per capita, for quick figuring, can be set at \$10 per person per year. Use another rule of thumb and decide that 10 percent of the market is "de luxe" caliber,

60 percent is "quality" conscious, and 30 percent demands "thrifty" or "economy" drycleaning.

Thus, in a town of 4,000 population, with an additional trading area of 6,000 more, there may be an annual potential of \$100,000 worth of drycleaning. Are you going after the \$10,000 de luxe business, the \$60,000 worth of quality work, or the \$30,000 portion of economy volume? You aren't likely to cross lines and draw from two markets unless you are the only cleaner in town, or unless you have a two-price system with two clearly different grades of work.

When you see the comparative sizes of these markets you can easily stack them up against the capacity of your plant. Also, you can size up the capacity and capabilities of your competitors in each particular market. Work out a break-even chart for each of these markets and you should be able to quickly pick out the price range you should choose.

This same procedure should be used at any time you are considering a major change in your price schedule.

A backlog of liquid capital is the one thing most price cutters *don't* have. This is because the prices are usually cut to *get* ready money, rather than for the more economic purpose of building up volume to a place where it will support the lower price scale. To reach that point usually takes a lot of capital, a lot of capacity, and a heck of a lot of customers! # #

## **Aids to Figuring**

CALCULATING or just plain "figgering" can be very time-consuming and more than a little boring! That, we suspect, has as much as anything to do with the lackadaisical approach of many drycleaners to the use of proper cost accounting in their operations. It is always

a lot easier to convince yourself it's more important to "get the work out." Somehow, one feels, if you just smother the statistics with enough honest labor at spotting or ardent courting of customers, you can reduce the statistics to less importance! But we already said

### **NICD SERVICES**

We have made frequent reference throughout these pages to data supplied to its members, or released to the industry, by the National Institute of Cleaning and Dyeing. One of the drycleaner's greatest aids to himself in terms of cost accounting and cost control is to hold membership in the NICD and to make use of it.

A great many of the forms a drycleaning plant needs have been developed by the Institute or adapted from those designed by cost-minded drycleaners in the field. These are continually being revised and replaced as new needs become apparent.

NICD has forms and instructions for installing bookkeeping and accounting systems that are specifically designed for the drycleaning industry. We say "designed" advisedly, for too many account-

ants attempt to "adapt" standard accounting forms and procedures to drycleaning.

Use of the NICD system also permits accurate comparison with other plant figures through cost comparisons published annually. If a drycleaner finds it inconvenient or undesirable to use such forms, we think it still highly desirable for him to instruct his accountant to so set up his books that figures for accurate comparison can be quickly obtained.

When he does he'll know that his productive labor statistics are on the same base, for instance, as another plant to which he is comparing them. He'll know both sets of figures are including productive supervision, but not plant supervision, and that they don't include the janitor or stock-control clerk, and that outside work isn't involved.



Mimeographed forms may not look as "snazzy" as printed ones, but they do the job for the little dry-cleaner. At the same time he can experiment with different arrangements until he gets what suits him best.

The idea of mimeographing is good even if you farm it out, until you have hit on the arrangement you do want. There always is danger that having invested money in a lot of printed forms, the drycleaner will be reluctant to change them even if they prove unsatisfactory.

What forms? Pickup slips, invoices, route sheets, store sheets, claim records, stock control, sales control, cleaning poundage records, maintenance records, petty cash slips, order blanks, receipts, storage records, production piece counts, etc.

There are several other points to bear in mind in preparation of a record form, such as:

1. Minimum size from cost viewpoint;
2. Amount of data to appear on it;
3. Wear and tear, how often and how long will it be used;
4. Where it will be kept—card file, loose-leaf binder, filing cabinet, hanging on a pressure filter or tacked on a wall;
5. What about flexibility as volume goes up and down;
6. How will it be marked—typewriter, pen, marking machine, cash register, addressograph plate;
7. Will carbon copies be made?

Our pet gripe, for instance, is the way forms meant to be filled in on a typewriter almost never space the same as the typewriter, so the platen has to be readjusted every two or three lines. The best forms for typing leave good space both vertically and horizontally for the fill-ins, so the typist can whip through them in rapid time with a minimum of fussing.

#### Little Things Help, Too!

There are a lot of little things that help the plantowner or manager do his figuring. One is to have a floor plan of the plant mimeographed on  $\frac{1}{4}$ -inch scale graph paper, or on paper with the dimensions shown at regular intervals. This not only encourages experimenting with changes in layout of equipment and facilities, but also aids in allocating overhead costs to various departments. It makes it easier to judge quickly what costs



"Taxes!"

and savings will be involved in physical changes in the plant.

The drycleaning plantowner may want to explore with his accountant the advisability of using 13 accounting periods of exactly 4 weeks each, instead of the usual 12-month setup. This permits comparing periods of similar numbers of working days from year to year, instead of comparing months that vary from 24 to 27 working days, as they will in 1953.

He may wish also to consider changing his "fiscal year" so that his accounting year does not start on January 1 and end December 31, but at some other convenient interval. One operator recently changed his to December 1-November 30. He claims his accountant charges him less for closing his books at that time, when he isn't overloaded with year-end work. He also believes he can get better quarterly comparisons from year to year, without resorting to the 13-period setup described above, because his winter season comprises December through February, and the other quarters fall into natural seasons, also. We'll know more about it after he's tried it a while.

#### Slide Rule Is Simple

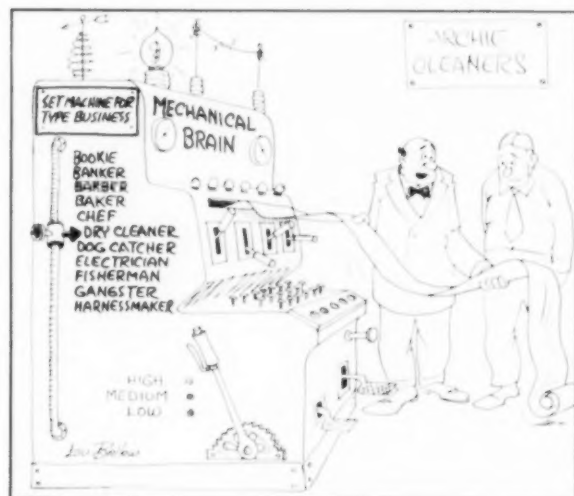
If you always had trouble with mathematics, and are especially bothered with doing figuring in your head, a slide rule can help speed things up for you. Multiplying and dividing on a slide rule is quick and simple. The method can be learned in 15 minutes.

In the first place, you don't have to use all the various scales put on a slide rule so engineers can figure the flight of a rocket or the density of air at 33,692 feet altitude. You will use only two scales.

At either end of the slide rule are various capital letters labeling the scales. You are interested only in the "C" and "D" scales. The D scale is on the body of the rule, the C scale is on the "tongue" or slide and is immediately above the D scale.

The third part of the slide rule is the "runner" or indicator, which is a transparent collar that can be moved the length of the rule. This has a hairline that can be held over the scales to make sure they are accurately lined up with each other. It isn't necessary for working the rule but makes it easier in many cases.

The C and D scales are identically marked, from 1 to 10, although the 10 is treated as 1 all over again in



"Every problem I set up—it answers 'Fire the boss!'"

multiplying or dividing. Therefore it is marked 1 on the right-hand end of the slide rule. You will notice that the spaces between the numbers get smaller as the numbers get bigger. This is because the slide rule is based on the principle of the "logarithmic function of numbers," which needn't bother you in the least when doing simple multiplying and division.

Between the numbers are lines, called graduations, which mark off the spaces into tenths. Between 1 and 2 the space is so wide that the tenths graduations are also numbered 1 through 9. The big numbers are read by themselves (3, 7, 8), the little numbers between 1 and 2 are read as "teens" (13, 17, 18). You must be careful not to confuse the whole numbers with these numbered tenths.

All slide rules are graduated to tenths, as described above. This includes some cardboard "giveaways" we have seen used as promotion pieces (which didn't prove satisfactory, incidentally). In addition the bigger and more expensive slide rules have graduations to hundredths, and even thousandths at the lower (wider) end of the scales.

Many satisfactory rules go to tenths, with single lines between the tenths to show if the next fraction is more or less than a tenth, permitting rounding out the figure to the nearest tenth. They will also have graduations in sections that show two-tenths at a time, due to lack of room for more lines.

#### Procedure in Multiplication

To multiply on a slide rule, you add! On the D scale you find one of the numbers you are multiplying. Then you move the C scale until the 1 on it (also called the "index") is over the number found on the D scale. Now look along the C scale until you find the other number being multiplied. Set the hairline on the indicator over this number and you'll find the answer under the hairline back down on the D scale.

If, on looking along the C scale for the second number, you find it off the end of the D scale, then push the slide with the C scale all the way down to its other end, so that the 1 or index on the other end is over the first number on the D scale. Your second number then will be over the answer.

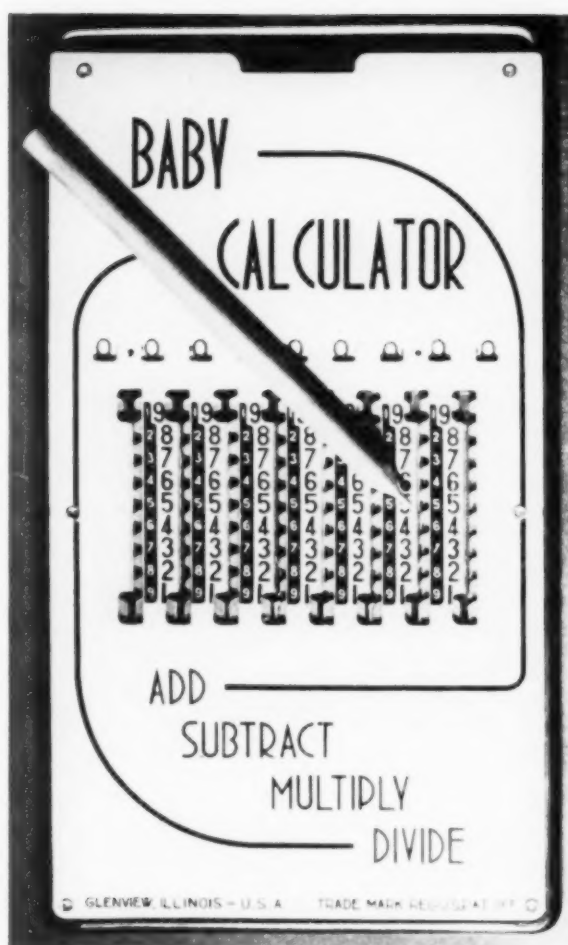
Decimals and extra zeros are your worry. The slide rule gives your answer to two or three places. Then you decide, knowing about how large the number *should* be, whether it is, say, 164, 16.4, 1.64, .164, or 1,640. The knack comes quickly with such figures as you will deal in around a drycleaning plant, unless you go in for time-study engineering, which is something else again.

#### Review Reports and Records

You certainly can get too many and too cumbersome records. A frequent error is a decision that certain information is needed and so a method of obtaining it is set up. But when the need no longer exists no one tells the girls. They go on collecting the information indefinitely.

An accountant recently reported servicing a combined laundry and drycleaning plant that was collecting data 45 percent of which was no longer being used. Just cleaning up the record keeping reduced the office force from five to four persons.

When organizing record keeping, set a time for reviewing the records regularly, both for improvement and possible elimination.



POCKET CALCULATORS come in many types, sizes. Handy adding columns of figures, they also have instructions for other types of problems

#### Division Is the Reverse

When dividing on the slide rule, put the hairline on the runner over the number to be divided on the D scale. Then move the C scale until the divisor (number to be divided into the first one) is also under the hairline. Next look for whichever C scale index (number 1) is opposite the D scale. This index will be opposite the quotient or result of the division.

#### Slide Rule Not for Addition

It isn't practical to add sums of several numbers on a slide rule. There are many devices for that purpose that are quicker and more satisfactory. They range all the way from a little pocket "stylus board" for about \$3 up to complicated calculators costing several hundred or even thousand dollars.

The stylus board has six or eight rows of geared notches that are topped by a total indicator. The user pokes a stylus (looks like a nutpick) or a pencil into the proper notch for the number he is adding and pulls it down to the bottom of the stylus board. He does the same in other rows for other digits in the number. Without clearing the board he does the same for the next number in the sum until all are added in. He then reads off the total at the top (or bottom, on some boards) and clears the board for the next problem.

There are also some very simple desk-model adding



machines working on the same principle as the stylus board. These retail for \$20 and up. Most stationery or office supply stores carry or can order either the stylus board or the simple adder. These have the drawback of not producing tapes of figures that can be checked for error.

In the long run, however, when the drycleaner gets at home with figures and eager to work with them, he will prefer to get one of the bigger adding machines. Rebuilt small-model machines can frequently be purchased, in larger towns and cities, at least, for \$100 to \$150. There are also cash registers on the market that can be very satisfactorily used as adding machines, after hours when the figures aren't going to the daily sales totals.

Actually, there are more kinds of calculators that can do complicated problems than we have space to describe. What we urge is that even the quite small drycleaner can do himself good by shopping what is available in the way of mechanical aids to bookkeeping and cost accounting. He frequently can save 20 to 50 per-

cent of an employee's time, even if it is only in totaling invoices.

There is another little gadget that deserves wider use in this industry. That is the mechanical counter, either hand-operated or positioned so that passing hangers click off their own count. We even wrote a story some time back about a cleaner who when classifying tossed his pieces through little trap doors that worked individual counters, thus giving him totals in each classification.

The average drycleaner has been inclined to "make work" out of bookkeeping and accounting. Therefore he has been inclined to regard it as a necessary evil, to be restricted just as much as he can and still satisfy various government tax requirements. As a result, he has made no basic provisions in his daily operations for adequate accounting. When he accepts it as a needed, even an enlightening tool, he will begin to adapt all parts of the operation to make the accounting simpler and at the same time more informative. Then he'll really reap its rewards. # #

## Waste Makes Waste

THERE'S A GAG that Mutt and Jeff act out almost every year. Jeff claims his car is going to *produce* gasoline instead of use it, because he has installed a carburetor that will save 30 percent of his fuel, a cylinder head that will save 35 percent, piston rings that will reduce it 20 percent, and an air injector that will save 25 percent.

It's the sort of gag that sounds awfully logical at first glance, and you always feel compelled to stop and figure out just why Jeff doesn't save 110 percent

of his gasoline. The graph on page 72 shows why. Each successive saving is made not on the total amount of gasoline originally used, but on the amount that would be used if only the first gadget had been installed.

Thus, after installing the carburetor, Jeff would be using only 70 percent as much gas as formerly, but then the cylinder head would only further reduce his consumption to 45.5 percent of the original usage. Thus the rings bring it down to 36.4 percent, and then the injector finally reduces the total consumption to 27.3 percent. This is a somewhat more modest saving than Jeff figured on (though any drycleaner would settle for the last figure any day).

Jeff's thinking is prevalent in the drycleaning industry today, as well as in any other business. Every improvement in plant operation has to be spectacular, or it "isn't worth the effort." We often hear about the huge savings accomplished when somebody wades into a particularly bad situation, because those first two or three cuts have a lot of fat to work on. Yet we just as often overlook the value of other savings because they are applied to a tighter operation and therefore aren't so spectacular.

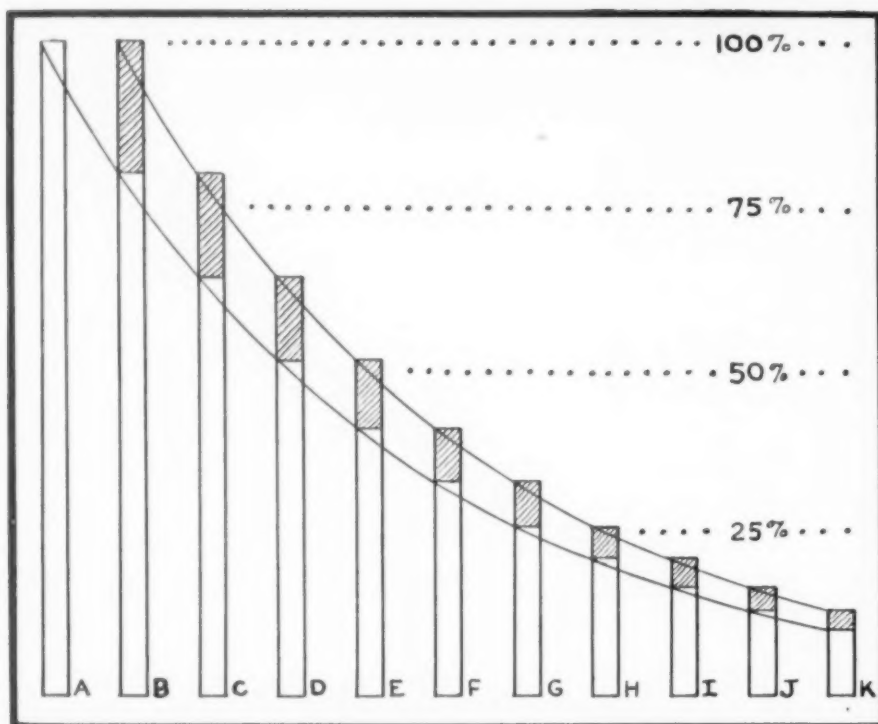
As an example, let's assume a drycleaning plant has a serious power or steam-supply problem. The following ten steps could be taken to improve the situation:

1. Install an automatic stoker and eliminate hand firing;
2. Buy a much better grade fuel;
3. Rebuild the boiler itself;
4. Install better feedwater controls to eliminate frequent chilling of boiler water;

(Continued on page 72)



"What'd you mean, 'Put that stuff in the stockroom'? The boss keeps his Scotch in there!"



COMPOUND LOSSES VERSUS COMPOUND PROFITS are explained by graph where shaded portions show how undue cost in one department swells costs in another. Also how economies dwindle as successive steps in cost control are applied.

(Continued from page 71)

5. Replace piping in plant with larger sizes;
6. Install traps of the proper size;
7. Replace the return line system;
8. Set up an improved maintenance program to stop leaks, etc.;
9. Replace production equipment with units designed to make better use of steam;
10. Insulate the entire steam and power system.

It is quite possible that doing any *one* of these things would improve the plant efficiency by 20 percent. However, as each improvement is made in succession, the change in over-all efficiency becomes less each time.

The graph shows this, if you consider bar "A" as the total amount of inefficiency in the power setup of a drycleaning plant. Bar "B" shows the improvement in efficiency after the first improvement has been made. The shaded portion of the bar is the amount of waste eliminated, which is 20 percent of the total waste. Bar "C" shows the second improvement made, with the shaded portion being 20 percent of the waste remaining in bar "B," and so on to the tenth improvement, illustrated by bar "K."

The average drycleaning plant that is showing a "comfortable" profit operates at the 75 percent level. Its management keeps down the most obvious wastes, generally by emergency measures. But when that first 20 percent cut, and possibly the second, have been made, the management relaxes and waits for another emergency.

The cost-conscious operation that keeps, works with and reviews its records is generally down at the 50 percent level of waste reduction. The management is usually one jump ahead of trends that are breaking because it has seen them coming and headed them off. These plants show a 10 to 15 percent net profit fairly consistently.

Down below the 25 percent waste-reduction level

are the very few cost-control "wizards" who plan their profits, ranging from 20 to 33 percent. They are the exponents of the saying that "if you take care of the little things the big things will take care of themselves."

These men (and women) are often accused of being "money-hungry," insistent on that very last nickel. Some may be, but the majority of these wizards know that the bar graph works just as well in reverse, too. They know that a little waste or inefficiency, demonstrated at bar "J," is just that much worse if there is also another source of waste behind it, illustrated by the last bar "K." Thus the waste mounts with every bar that intervenes.

That's why little men are always fighting big things, while big men are taking care of the little things! # #



"When the boss says 13 3/8 ounces, he means exactly 13 3/8!"

# Drycleaning Plant for Sale

WHEN BUYING A PLANT it is wise to completely ignore the seller's asking price, until you come to your own independent evaluation of the true worth of his business.

One sure way to cover all the important points is to study this business with the NICD account classifications in mind. Thus, your first step would be to analyze this plant's **sales distribution**—how the business comes in, and from where.

Obviously you should make an informal market survey at least of the entire area served by the present owner, as well as of any additional section that *might* be served by the plant. What you will be looking for are changes that can be made in sales distribution to increase business, or that will *have to be made* to save the business.

The most important question is whether the character of a neighborhood has changed, or is changing so rapidly as to quickly affect your business. Several points to consider are:

1. Where is the marketing center for each neighborhood served by a route or store? Is it growing or losing out to shopping centers? Delivery volume can be lost to the shopping-center drycleaners, if customers switch from neighborhood shopping to the drive-in centers for their trade.

2. Is the type of family changing? Are blue-shirt workers replacing white-collar people? Are more family members working, so that no one is home to receive the driver during the day?

3. Are mansions being converted to rooming houses, doctors' offices, funeral parlors and fraternal club-houses? Or are industrial plants moving into the area?

4. On the other hand, is the land being snapped up by contractors or private builders? If so, what type homes do they plan to build?

5. What types of service and prices are customary? Would it be necessary or advisable to change? For example, one cleaner sold recently because he had \$5,000 sewed up in charge accounts on a \$750 weekly volume. Most of his business was with families in the habit of settling their bills every six months. While there is nothing wrong in serving informally as a banker or loan company (and plenty of money can be made that way), our cleaner friend didn't recognize his position and proceed accordingly.

6. How high is the rate of turnover, new families moving in, etc.? Are there apartments, or small houses, where families move out as soon as children crowd them? Such sections need more persistent selling to maintain volume, if competition is tough.

7. Is the main source of income in the neighborhood steady, seasonal, or unpredictable? Resort areas need particularly careful study. Volume in Miami, for instance, where more permanent residences are maintained, is much less variable than it is in Miami Beach just across the bay. Rural communities dependent on

What is your business worth, if you should try to sell it? Or how could you judge the value of a drycleaning business if you were trying to buy one? Would a balance sheet plus profit-and-loss statements for the past several years, audited by reputable certified public accountants, be enough to judge by?

The answer is "No!"

There are a great many intangible values, many things that can't be estimated in dollars and cents, that still must be considered in judging the true worth of a business. Some actually don't even exist, except as either discouraging threats or encouraging promises. For instance, plans by the state highway commission to run a six-lane highway near the plant might be either, depending on the circumstances.

"the crop" each year find their business fluctuates with the success of the crop. On the other hand, the capital of any state usually maintains a steady level of business because the government workers, though not highly paid, are regularly paid.

8. Is it a union town or a union-dominated neighborhood? Do strikes threaten to turn good business to bad overnight, any night? Is dealing with a union a prerequisite of doing business?

9. Is it a company town or company-dominated neighborhood? Can you be shut out if company management so desires? Has the company or any of its officials exerted pressure in the past?

10. Does a clique dominate the town or the neighborhood? This can mean anybody—the bankers, the newspaper or radio station owners, the "society" people, a racial or religious group, a college or university, wealthy property owners, or even racketeers!

11. Is all the delivery business unrestricted? Are there superintendents, managers, post officers, clerks or other persons accustomed to a cut of the plant's revenue from apartments, public buildings, hotels, military posts, etc.?

12. How much of the plant's volume is wholesale or agency work? How likely is each such outlet to buy equipment and become a competitor in the immediate future? This is probably both inevitable and proper in the long run, but how likely is it to occur while you are getting settled in a new business?

13. Check with the state highway commission and city officials to see what changes in highways and streets are impending that may affect the plant or stores. This could include changing grades and installing underpasses.

Please don't misunderstand! The points listed above are not reasons for refusing to buy a drycleaning plant,

or selling one you own at a sacrifice. They are to be considered only in getting as clear a picture as possible of what a drycleaning plant is really worth. It is entirely conceivable that study of these points may even encourage a seller to hold out for a higher price than he originally intended to ask on the basis of his own past performance—or even decide not to sell!

#### Sales and Distributing Expense

It may be advisable here to switch the familiar order of expense items on the NICD sheet and go from investigating where the business comes from to checking what it costs to get it.

Starting with the item of **delivery wages and commissions**, you must determine first if all the routemen are compensated on the very same basis. If there are special deals with any one individual, you want complete information about it. This may have to include an interview with the particular driver to make sure there is no misunderstanding.

Terms of compensation to be examined include that for runs to branch stores, for handling sidelines, for special work such as theater orders and other items the owner himself might sell, for work dropped at a store to be delivered when finished, etc. What compensation has been customary when splitting routes?



"Lucky Smith," they call me. Failed in 10 different businesses—but I sure made plenty on the real estate!"

Terms or contracts with "bobtails" or wholesale accounts should be checked for both content and length of time to run. Determine also under whose name these individuals may be operating. If under the name of the plant you propose to buy, are these individuals bonded for your protection?

In fact, are all the drivers bonded? Are the payments up to date? Are the bonds high enough in view of increased prices, inflated values, larger route volumes, or possibly a change in method of handling cash since the bonds were first taken out?

How much in arrears are the various drivers? Why? Check-up on a plant for sale recently showed seven drivers averaging \$231 in arrears, above deliveries for the current week!

Finally, are the drivers operating under a union contract that is slowly throttling the call-and-delivery business?

The principal question about **delivery equipment**, of course, is "what is its condition?" What repairs, rebuilding or repainting of trucks will have to be done right away? A different arrangement for truck maintenance may have to be set up immediately.

**Store salaries and expense** can have more angles than an antique dealer. Like the plantowner who sold out without revealing his three branches were run by three daughters, then took them with him when he went to California!

You will want to know the terms and time to run on each store lease. Also, the possibility of the rents being raised at the end of the lease (check with nearby merchants to see what has happened to rents in the neighborhood).

Here again you want to know of special deals with store girls. Also, whether they are bonded properly. You should check laws on hours for women. You may be caught off balance during the spring season if it is illegal to work women beyond certain hours in your state.

Will the branch store or stores be large enough to handle additional volume? Can you get additional space? If too large, can you devote space to a sideline? Or can the girls do more work, such as marking, checking and assembly, or even free repairs with an electric iron for touch-up, if necessary?

What does the store or stores need in the way of cleaning up, redecorating or modernizing? New front, new counters, racks, changed layout, restroom facilities, lighting, heating, etc.?

At first glance you might think that **sales promotion** will be strictly *your* business. What the seller has done in the past is water over the dam, you might say.

Your first consideration, however, is what contracts are in operation that might be binding on you as the purchaser—an advertising agency, radio, newspaper, billboard, Welcome Wagon, solicitors, recently ordered novelties like calendars or letter openers, etc., etc.

Secondly, what is the seller's personality as a drawing power for business? You may have to rebuild volume if much of his business is held on a personal basis, or through widespread fraternal activities. While customers may have nothing against you, they may start dealing with other cleaners who are more conveniently located, or cheaper, or doing better work, simply because "good old Charlie" no longer owns the business. It could be a drift you'll have to fight actively.

Thirdly, what sales-promotion media are open to you? Are radio and newspapers too costly, too wasteful in their coverage, if you are looking at a neighborhood plant? Is telephone soliciting frowned upon or overworked? Have other merchants overdone all the usual things, like signs on benches at bus stops, calendars, public-washroom mirrors, etc.? Do merchants, including the seller, contribute heavily to requests for donations?

In some localities, you could get a new slant on human nature in the field of **claim adjustments** when you take over a plant. You need to know what the claim policy has been in the past, also what claims are in dispute or under consideration at the time of purchase. You must be prepared to have some customers bring up old claims in the hope that you will settle to maintain goodwill.

You should determine whether bailee insurance has been kept up for a period longer than your state's statute of limitations. If not, make sure there have been no thefts, fires or other garment damage, the cost of which may fall on you.





"If I get the little woman down here before she's fully awake, she'll search pockets in as many as four lots!"

### At the Plant Itself

The first thing to check about the productive side of the business is the **labor supply**. Where do the employees live and how do they get to work? Some plants have to provide a bus because public transportation takes too long, costs too much, or doesn't exist.

Will you compete with defense plants in the labor market? Or will you have to hire what a union sends you? Is the wage scale out of balance? Will you inherit an unworkable incentive system? Are there too many employees, or too few? How is the morale?

How many of the seller's relatives or goldbricking pets will you have to deal with? They may be hard to get rid of if the former owner is holding a sizable mortgage! How many ancient workers retained because of long terms of employment will you have to take care of honorably?

What kind of reputation does the plant have as a place to work? Does it deserve the reputation? How quickly can you change it, if it doesn't encourage employment?

You should make sure that social security regulations have been complied with and all payments made on time. The same is true of workmen's compensation, whether in the form of insurance or payments to a state fund. Also, make sure no claims for compensation by employees are in process or are likely to be made because of recent accidents.

There is one important question in relation to both **outside work** and **supplies** expense. Is the plant on a C.O.D. basis, or is its credit good? How heavy are the bills payable and how long past due? Naturally, the seller is responsible for these bills, but you don't want them popping up every time you order from another supply house.

The bill of sale should specify either that the seller is responsible for all bills contracted for prior to sale, or else the bills for which the buyer assumes responsibility should be listed by creditor's name and amount, and the seller should assume full responsibility for all other obligations.

The bill of sale might also list in reasonable detail any appreciable amounts of supplies to be transferred. Plantowners have been known to sell off or return to the supplier for credit not only paper bags, hangers, soap,

solvent and filter powder, but even steam irons, spotting boards, presses and cleaning equipment!

You will probably need expert advice when it comes to evaluating the **power plant** in the business you intend to buy. You'll want first to find out when the boiler was last inspected, and what its condition was found to be.

Next, does the boiler actually have the capacity to handle the load when drycleaning volume is the heaviest? Has the plantowner been staggering shifts to have power enough? Will the boiler handle any increase in volume? Does the law require having an engineer if you install a larger boiler? Can capacity be increased substantially by repairing the boiler, or changing the method of firing, or insulating pipes and heated equipment, or improving the return system?

Is there room enough for another boiler or a larger one? Can you make the change without tearing down half the building? Is there any zoning regulation to prevent making the change?

Zoning laws may trip you up in several ways, other than in connection with the boiler. **Building overhead** is high in many plants just because the plantowner is unable to make any changes. A "grandfather clause" in a zoning regulation may permit certain infractions of the building code or zoning rules simply because the plant was in existence before the code or rules were passed.

However, any change in or enlargement of the plant will immediately and automatically make it subject to the entire code or regulation. Frequently this requires excessive reconstruction costs, so it has been simpler to muddle along with the antiquated plant! Moreover, a change in ownership, even though there has been no remodeling of the plant, may also cancel the grandfather clause and make the business subject to regulations.

If you have decided it is possible to increase volume substantially, make sure you will have room to expand your plant accordingly, preferably all on one floor. It may be that some additional capacity can be obtained by revising layout to make use of wasted space.

If the building is rented make sure the lease is long enough to make remodeling or revising layout worth while. If the lease has only a couple of years to run, it may be advisable to sign a new long-term lease even at

If this section only succeeds in convincing the reader about two points this entire issue will have been worth while. One is that there is nothing undignified, or "picky," or Scrooge-like about investigating every nook and cranny of a business deal. Nor does it necessarily imply that the other man is dishonest. Most of the factors discussed here are so familiar that he may have forgotten them, so far as their effect on the value of property is concerned, or he may have accepted them as a normal part of any business, and assume you are prepared to do likewise.

The second point is that no man should enter on a new business without a "kitty" of liquid capital—cash or assets easily changeable to cash, such as bonds or physical property. Otherwise, he and his new business are likely to snap like taut elastic when shocked unexpectedly with something like the possibilities suggested here.

a slight advance in rent. Then you can plan changes on a long-term basis with the assurance that they will have time to pay off in savings above their cost.

Whether rented or owned, the building or buildings should be investigated thoroughly for soundness. This includes not only the structure itself. Make sure all the electrical wiring is sound and installed according to the electrical code. Even if the previous owner was able to get away with a substandard installation, the inspector is quite likely to pay you a visit and insist on certain changes. Also, fires have a way of happening when you can least afford them!

Check all the steam, water and air lines to see that they are large enough for your heaviest demands, and that they are in good condition. Check the underground tanks for capacity, condition and accessibility. If the plantowner can't show them to you, which has been known to happen, deduct part of their estimated value for finding and reconditioning or replacing them.

Make sure that the buildings are all entirely on the property. Find out if the alley is unrestricted public property. Make sure at least that you have permanent right-of-way wherever your trucks will come into the plant. Find out if there is a fee or rental for use of a driveway.

Find out what the provisions and requirements are for sludge, trash and sewage disposal.



"Yes, sir! This is our second week in business!"

If the plantowner has kept good depreciation records on his **machinery**, they will help in deciding the value of the equipment. However, in cases where you will want to replace equipment in order to produce according to your own methods of operation, you should value it at its trade-in value, if the trade-in value is lower than the depreciated value set by the plantowner. Often equipment will become outmoded or obsolescent long before it has been fully depreciated.

Bad maintenance can also be assurance that equipment will need major repairs shortly after you take over a plant, particularly if it was founded and operated for a year and a half or two years by someone not previously in the drycleaning industry. Although bad maintenance isn't always noticeable to the casual glance, signs of poor housekeeping suggest that maintenance has also been slipshod. Checking with the machinery

house that supplied the equipment may unearth a record of unwarranted breakdowns.

#### Administrative Expense

There are also a number of check points not coming under any of the above classifications that might be called **office or administrative**. We don't mean office salaries, which are subject to the same factors of tight labor markets and convenience to employees' homes as are the labor items in sales and production.

You should make sure that all the business taxes—all of them, local, state and federal—have been paid. Check back for at least three full years. If you come to an agreement with the seller about paying back taxes, as part of the purchase agreement, make certain that payment of accumulated interest is included.

Determine whether the business has had public liability insurance in force for the past three years. You can be sued for accidents that have occurred under previous management. If the business didn't maintain insurance it will be well worth while to make sure no serious accidents did occur on the premises during the previous three years that weren't covered by workmen's compensation insurance.

In this question of liability for claims against the previous management, it is never wise to "buy" a corporation. Let the seller keep the stock, while you *buy only the assets* of the corporation. Then, if you wish to incorporate, set up your own new corporation. Thus, in most cases the old corporation will be held responsible for its own past actions, while your corporation can start off with a completely clean slate.

You should find out whether the license under which the drycleaning business has been operating can be transferred to you, or whether you will have to obtain a new license. Also, what will it cost? Will you need new licenses for certain stores or routes, even though not for others, particularly if in different towns or even different states?

Make absolutely certain that *all* assets that you believe you are buying are transferable, and are being transferred. You may believe the purchase price includes three trucks, only to find they are being rented. Or, it looks as if you are buying three buildings, when both the garage and supply shed belong to the guy next door and are being rented or even borrowed. Or, as we hinted above, that new filter, which hasn't been uncrated, hasn't been paid for yet either.

**Don't take anything for granted**, even at the risk of appearing nutty about little details.

One little point in ownership has frequently spoiled a simple clear-cut arrangement to buy a drycleaning plant. This is the question of who receives the revenue from the *garments in the storage vault*, if the sale is made at a time when the vault is full or almost full. The seller has already incurred the expense of picking up, marking and storing these garments, for which he has not yet been reimbursed. This must be figured in when evaluating the assets to be bought. At the same time it would be advisable to set out what part of the purchase price represents this anticipated ready income, just in case negotiations drag on beyond the end of the storage season.

Many of the items listed above are impossible to describe in terms of dollars and cents. Yet every single item is a reason why not one but many drycleaners have been out of business two years after they bought a plant. None of them are insurmountable obstacles, but they can make it right tough for a man trying to get on his feet in a new undertaking. # #

# 25 YEARS AGO..

## FEB. 1928

New!  
TWO-BLADE  
WIND-WHIP  
GARMENT DRIER  
2 SPEED ELECTRIC SWITCH

\$82.50



GARMENT DRIER DEVELOPES  
THREE TIMES VOLUME OF ORDIN-  
ARY ELECTRIC FAN... DRESS  
HOLDER ADJUSTABLE FOR HEIGHT

### 21<sup>ST</sup> N.A.D.C. CONVENTION

OVER 1600 DELEGATES GET PHOTOGRAPHED  
WITH PRES. COOLIDGE... SECT. COMMERCE  
HERBERT HOOVER SPEAKS AT CONVENTION  
... \$35,000 NADC PREFERRED STOCK IS SOLD  
DURING MEETING.

— NEW OFFICERS —

PRES... FRANK WELLER, SHARON, PENN.  
V. PRES... G. EARL SMITH, WILKES-BARRE, PENN.  
3YR. DIRECTOR... PETER BUCKHEIM, ALBANY, N.Y.  
INSTITUTE TRUSTEE (JOYR)... HARRY VINER, WASH. D.C.  
SECT. TREAS... GILBERT CHAPMAN, ST. LOUIS, MO.  
SGT. AT ARMS... LEO SOUKUP, LINCOLN, NEBRASKA

SPRAYER FOR SPOTTING  
(AUTOMATIC)



PRESS LIQUID-VALVE FOR A FINE  
EVEN SPRAY... PRESS OTHER VALVE  
FOR EVEN AIR CURRENT WHICH  
DRIES THE SPOT IN A JIFFY!

# 10 YEARS AGO..

## FEB. 1943



NADC "INDUSTRY MEETING" IN CHICAGO  
DRAWS 1,000 CLEANERS TO DEBATE  
WARTIME PROBLEMS... GOVERNMENT  
SPOKESMEN EXPLAIN REGULATIONS.

"OHIO STATE FEMALE LABOR LAW"  
PROHIBITS EMPLOYMENT OF WOMEN  
IN DELIVERY SERVICE REQUIRING  
LIFTING OF WEIGHTS OVER 25 LBS



FLAMEPROOFING SEEN AS PROFITABLE  
SIDELINE... WHITE CRYSTALLINE POWDER  
IS DISSOLVED IN HOT OR COLD WATER AND  
APPLIED TO DRAPES, CURTAINS & BLANKETS

### FEB.

JUST AT CLOSING TIME  
COMES AN S.O.S. FROM  
THE R.B. VAN LUSHWELLS.  
(BIG AFFAIR... NO FORMALS!)  
...SO. BIG-HEARTED YOU.  
YOU FIGHT THE SNOWDRIFTS  
OUT TO SNOB HILL.....  
LUSHWELL GREET'S  
YOU WITH:  
"CHANGED OUR MINDS...  
NOBODY BUT A DAMNED  
FOOL WOULD GO OUT ON  
A NIGHT LIKE THIS!"



# TODAY! "THE LITTLE SHOP AROUND THE CORNER"

# DATA FOR DRYCLEANERS

## MANAGEMENT

### NOTES

#### Effects of Price Changes

ALTHOUGH the whole subject of price is highly controversial, there can be no argument with the axiom: "Look before you cut."

Neither of the two price charts given here reflects the situation in any specific cleaning plant. The tables have been prepared merely to show the effects of changed prices under certain assumed conditions. In this respect the information is applicable from a theoretical viewpoint to any plant in the country.

**Price Chart 1**

Most cleaning plants are laid out to produce a certain number of pieces or pounds per week regardless of price charged. The first table below reflects the results of reduced prices in a plant equipped to handle 1,000 pieces per week at prices averaging \$1 per piece.

This "base situation" is recorded in the first line. Column A sets up the various assumed piece prices. Column B reads 1,000 pieces all the way through since the plant is operating at full capacity irrespective of retail charges. Column C reveals the plant's reduced income in dollars while Column D shows identical reductions in percentages. Columns E, F and G point out how reduced prices swell productive labor costs with three different percentages taken as the base.

It is assumed that both quality and wage rates remain stationary. Under these circumstances, if an operator has a productive labor cost of 30 percent at \$1 prices, he pays out 30 cents to produce each piece. Furthermore, he continues to pay 30 cents per piece no matter what he charges the customer. While the actual lump sum in dollars paid out each week is the same in every case, the labor cost mounts percentage-wise in relation to the decreasing cash coming in.

**Price Chart 1**

A	B	C	D	E	F	G
Price per piece	Pieces per week	Sales per week	% Decrease in weekly sales below \$1 prices	If productive payroll is now		
				25%	30%	35%
				At reduced prices productive payroll will become		
\$1.00	1,000	\$1,000	....	25.0%	30.0%	35.0%
.90	1,000	900	10%	27.7%	33.3%	38.8%
.80	1,000	800	20%	31.2%	37.5%	43.5%
.70	1,000	700	30%	35.7%	42.5%	50.0%
.60	1,000	600	40%	40.6%	50.0%	58.3%
.50	1,000	500	50%	50.0%	60.0%	70.0%

**Price Chart 2**

A	B	C	D	E	F	G	H	I
Price per piece	Weekly sales in dollars	Pieces per week	Percentage of increase in pieces above 1,000	Man-hours required	If productive payroll is now			Percentage of costs to be allotted to supplies
					25%	30%	35%	
					At reduced prices productive payroll will become			
\$1.00	\$1,000	1,000	.....	300.0	25.0%	30.0%	35.0%	7.0%
.90	1,000	1,112	11.2%	333.6	27.8%	33.3%	38.9%	7.7%
.80	1,000	1,250	25.0%	375.0	31.2%	37.5%	43.7%	8.7%
.70	1,000	1,429	42.9%	428.7	40.7%	42.8%	50.0%	10.0%
.60	1,000	1,667	66.7%	500.0	41.6%	50.0%	58.3%	11.6%
.50	1,000	2,000	100.0%	600.0	50.0%	60.0%	70.0%	14.0%



## Price Chart 2

Approaching reduced prices from a different viewpoint, the second table shows the possible effects of attempting a uniform dollar volume at lowered prices per piece.

Line one, again, is the base—a plant handling 1,000 pieces per week at an average retail charge of \$1 per piece. Column A establishes the assumed prices. Column B is the same in every case since the table is set up on the assumption that an attempt is being made to maintain weekly income at \$1,000. Column C reports the increasing number of pieces needed to retain the same volume in sales.

Column D interprets increased pieces required in terms of percentages. Note that while a drop from \$1 per piece to 80 cents per piece is a cut of only 20 percent in price, the added number of pieces needed is rated at 25 percent. This is explained by the fact that, while additional pieces are being brought in to maintain \$1,000 weekly sales at reduced prices, all of this new business produces 20 cents per piece less than do pieces selling at \$1. Consequently, the percentage necessary in increased orders will always be greater than the actual percentage of the price cut. Finally, as shown in the last line, a 50 percent reduction in price demands a 100 percent rise in the number of pieces.

Column E records the number of man-hours required to produce certain dollar volumes at various piece prices. Columns F, G and H show the effect on the productive payroll.

Column I reports the percentages of costs which must be allotted for supplies to process the heightened piece volume while dollar volume remains fixed. Here, again, it is supposed that quality of the work and wage rates do not fall off with the declining prices.

It is further assumed that the plant produces 1,000 pieces per week at maximum efficiency. Consequently, the increased pieces required can be processed only by hiring new help. In this case, the actual amount paid out to labor climbs while the number of dollars received from the customers remains fixed.

## Volume-Profit Relationship

WHAT counts at the end of the year are the actual dollars in your pocket, regardless of what percentage of sales or invested capital they represent. That's what a man has to live on and have fun on. Percentages tell him how efficient his operations are, which only makes him mad.

The table given here shows how profit percentages must change on a fluctuating volume to enable a plant-owner to maintain a steady dollar income. If his volume is dropping it indicates the point at which he must hold his costs. With increasing volume it tells how much his costs may be permitted to increase and still provide him

Percentage increase or decrease in volume	Profit percentage necessary to hold dollar income	
	A	B
150	9.5	4.9
140	10.3	5.2
130	11.1	6.1
120	12.2	6.9
100 starting point	15.0	7.5
90	17.0	8.2
80	19.5	9.5
70	23.0	11.0
60	27.7	13.2
50	35.3	16.3

with the same number of dollars at the end of the year.

In this chart two percentages (15 percent and 7½ percent) were selected merely as examples of the effects of volume changes on the profit. If the dollar profit equals 15 percent of the current volume, then Column A shows the decrease in percentage to total volume that this dollar volume represents as the dollar volume increases. Likewise, it shows the increase in percentage of sales represented by this dollar profit when total sales decrease. If the current profit equals 7½ percent of sales, a similar relationship is indicated in Column B.

For those who wish to toy with such figures, here is the formula for estimating percentages of sales necessary to maintain dollar profits:

1. Set down percent of sales at start as decimal..... 0.15
2. Add number 1 (1 plus .15)..... 1.15
3. Multiply by percentage change in volume (10% = .10) .. 0.115
4. Subtract from number 1 (1 — .115) if volume decreased .. 0.885
5. Divide into starting percentage (.15 ÷ .885)..... 0.17  
or 17 percent profit to be maintained
4. If volume increased, add .115 to number 1..... 1.115
5. Divide into starting percentage (.15 ÷ 1.115)..... 0.122  
or 12.2 percent to be maintained

## Initial Supplies

THE following list represents the minimum initial supplies required by the new drycleaner who is opening his own plant. Based on the recommendations of one of the country's largest jobbers, quantities are kept low in every case to reduce the original investment.

Cleaning Room	
Benzene paste soap (for white wools and white silks)	25 pounds
Liquid filter-soluble soap.....	5 gallons
Filter aids (diatomaceous earth and/or sweeteners) ..	200 pounds
Filter screen brush.....	1
14-quart pails.....	2
Bristle benzene-soap brushes (for prespotting and handbrushing with dry solvent).....	2

Wetcleaning Supplies	
Bristle brushes, approximately 2 by 5 inches.....	2
Scouring brush.....	1
Standard tallow neutral chip soap.....	1 barrel
Liquid coconut-oil-base soap.....	5 gallons
Sulphated fatty alcohol soap (soapless soap).....	25 pounds
Hydrosulphite of soda.....	1 pound
Chloroform substitute.....	1 gallon
Retouching dye pads.....	1 set
Retouching dye sticks.....	1 set
Standard soda.....	1 barrel
Common salt.....	100 pounds

Spotting Aids	
Ammonia, 26%.....	1 gallon
Acetic acid, 28 percent.....	1 gallon
Glacial acetic acid.....	1 quart
Oxalic acid crystals.....	5 pounds
Sodium perborate.....	5 pounds
Borax.....	10 pounds
Potassium permanganate.....	1 pound
Bisulphite of sodium.....	5 pounds
Standard paint and grease remover.....	2 gallons
Standard prespotter.....	2 gallons
Standard ink remover.....	1 pint
Standard digester.....	½ pound
Standard lipstick and rouge remover.....	1 pint
Amyl acetate.....	1 quart
Combination wet and dry spotter.....	1 gallon
Eye-dropper bottles.....	6
Spotting brushes, black and white.....	1 each
Spatulas (bone scraper).....	2

(Continued on page 80)

(Continued from page 79)

Rust remover (in tube or rubber bottle)	1
Hydrogen peroxide (10 vols. 3 percent)	8 ounces
Cheesecloth	10 yards
Chamois	1
Turkish towels	1 dozen
Spray gun for spotting department (either compressed air or city water pressure)	1

#### Finishing Department

Press pads, cut to size	6
Press pad covers	18
Cover springs	6 cards
Spray guns for presses	2
Stapling machine	1
Staples	5,000
Record Book No. 39	1
Standard sales or receipt books	50
Moth spray	1 gallon
Paradichlorobenzene crystals	5 pounds

#### Packaging Supplies

Hangers	3,000
Garment bags (suit—36 inches)	1,500
Garment bags (dress—54 inches)	1,500
Mothproof bags (suit)	100
Mothproof blanket bags	100
Dress shields (for hangers)	2,000
Trouser guards	3,000
Pins, common	1 pound
Pins, safety No. 1	20 gross
Pins, safety No. 2	5 gross
Pins, safety No. 3	5 gross
Tags	10,000
Dress boxes (light)	200
Suit boxes (heavier)	100
Curtain boards	1 bundle
Necktie envelopes, boards and bands	200 each
Glove bags	1,000
Hat bags	1,000
Tie boxes	200
Cotton twine	10 pounds
Cellophane ribbon	1 roll
Wrapping paper, 30-inch	1 roll
Wrapping paper, 36-inch	1 roll
Gummed tape	2 rolls
Scotch tape	2 rolls
Paper cutter	1
Scotch-tape dispenser	1

After acquiring experience with various brands and types of products, the young drycleaner will be in a better position to gain the benefits of buying in quantity. The supplies listed here are entirely adequate aiming for an early volume of \$300 to \$500 a week.

## Sample Production Standards

PRODUCTION estimates are essential in deciding how much equipment to purchase and how many people to employ, and in setting up an efficient layout.

The accompanying chart is an average of figures taken from a number of plants. As such the figures should be considered *only as tentative production standards*.

Plant standards vary in terms of quality, type of equipment, layout, level of skilled help, management efficiency and other phases of production. For that reason it is difficult to set a standard of production applicable to all plants. However, management should not hesitate to use the chart as a guide to intelligent production planning.

A good example of the effect equipment has on production can be seen in the drycleaning room estimate. This runs from 60 to 263 pounds. The wide spread, in this case, is due to different capacities of drycleaning rooms.

Another example of wide spreads is in the listing,

"jackets, wool, ladies', touch-up." The spread, 30 to 90 pieces, reflects the varying quality standards of different plants. On the one side the touch-up would be taking longer than the steaming, whereas by giving the slightest touch-up possible, one girl can handle volume for two steamers with ease.

OPERATION	ESTIMATED PRODUCTION
Marking	145-150
Marking and invoicing	50-60
Classification	167
Inspection	250
Assembly	120
Bagging and shipping	100
Inspection, assembly, bagging and shipping	28
Drycleaning	60-263
Wetcleaning	15-25
Silk spotting	17-27
Wool spotting	80-110
Free Sewing	10-47
Measuring Garments	20-34
Stretching Dresses	20-25
Stretching Trousers	30
Silk pressing, plain dresses	10
Wool pressing, dresses	15
Wool pressing, suits	8
Dresses, silk, plain; steamer, puff irons, press	22
Dresses, silk, to 8 pleats; sleeve, puff irons, press	11-13
Dresses, silk, as they come; hand	6
Dresses, as they come	12
Dresses, silk, under 9 pleats; machine	7-12
Dresses, silk, over 8 pleats; machine	4
Dresses, silk; puff iron, press, hand iron	28-32
Dresses, silk, plain, wetcleaned; hand	6
Dresses, silk, fancy, wetcleaned; hand	4
Dresses, silk, sunburst	4
Dresses, silk, children's plain or fancy	9-11
Evening and dinner gowns, plain, silk	2-7
Evening gowns and wedding dresses, fancy, silk	1-4
Dresses, wool, plain or pleated; machine	21
Dresses, wool, plain or pleated; steamer, utility	21
Dresses, wool, under 9 pleats; hand	11-17
Dresses, wool, over 8 pleats; hand	7
Skirts, silk, to 8 pleats; machine	17-33
Skirts, silk, over 8 pleats; machine	11-13
Skirts, silk, plain; machine	33-40
Skirts, silk, to 18 pleats	20
Skirts, silk, 18 pleats or sunburst	3-6
Skirts, wool, to 8 pleats	20
Skirts, wool, over 8 pleats	10-12
Blouses, silk, plain	13-25
Blouses, silk, fancy	5-17
Blouses, silk, plain; hand	6-10
Blouses, silk, fancy; hand	4-7
Jackets, silk, plain	25-26
Jackets, silk, fancy	14
Jackets, boleros, silk	15-20
Jackets, silk; hand	8-17
Jackets, wool, ladies'	19-30
Jackets, wool, ladies'; steamer	41-45
Jackets, wool, ladies'; touch-up	30-90
Jackets, canvas	6
Trousers, wool; machine	21
Trousers, wool; topper	30-50
Trousers, wool; legger	36-50
Trousers, wool, drycleaned	17-40
Trousers, wool, wetcleaned	11
Trousers, wool, wetcleaned, top	20-33
Trousers, wool, wetcleaned, leg	33
Slacks, silk, top	20
Slacks, silk, leg	20
Slacks, wool, ladies', top	40
Slacks, wool, ladies', leg	28
Suit coats; steamer, touch-up	17
Suit coats; machine	13-35
Vests	35-100
Top and overcoats; machine	13-36
Top and overcoats; steamer	30-67
Top and overcoats; touch-up	40-67
Raincoats and reversibles	5-20

OPERATION	ESTIMATED PRODUCTION
Shirts, silk	9-17
Shirts, men's sports	12-22
Shirts, silk, ladies'	20
Shirts, long-sleeve; hand	4
Shirts, short-sleeve; hand	6
Shirts, plain	13-20
Shirts, wetcleaned	10
Sweaters	25-46
Scarfs, as they come	33-50
Ties, as they come	56-60
Belts, silk	75-90
Belts, wool	90-100
Robes, quilted	5-6
Robes, plain, and housecoats	11-13
Slips	15-20
Bathrobes, wool	12-20
Hats, caps	50
Sleeves; steamed	40
Mixed wools	20
Snowsuit jackets	20
Snowsuit legging	30
Snowsuits, one-piece	12
Children's knickers, leggings	25-33
Breeches	33
Suit-coat linings; machine	56-100
Suit-coat linings; hand	31-35
Trousers, pockets and seams, wetcleaned	36-50
Vest linings	52-100
Coats, half-lined, wetcleaned	25
Coats, full-lined	18
Jacket linings, ladies'	21
Coat linings, children's, as they come	27
Topcoat linings, men's; hand	27
Coat linings, women's; hand	14-25
Suit-coat linings, women's; hand	30
Coat linings, women's; machine	26
Coat linings; steamer and sleeve	25-26
Jacket sleeve linings, women's	75
Linings, loose	46
Linings; machine	50
Open seams and press pockets	29-32
Uniform, dress, top; hand	9
Uniform, dress, bottom; machine	35
Ski jackets, gabardine, lined	10
Chair gowns	10
Tiebacks	100
Valances	9
Drapes, per panel	16-25
Drapes, unlined	15
Davenport covers	5-7
Chair covers	6-9
Cushion covers	33-45
Bedspreads	10
Curtains, per panel	22-23
Curtains, ruffled	9-10
Tablecloths, lace	10-33
Comforters, blankets	10-33
Scatter rugs, scarfs	33

## Wage Incentives

### Purposes of Wage Incentives

- To enable workers to earn larger total or "take home" pay.
- To obtain for management sufficiently increased production to maintain or lower unit costs.
- To correct wage injustices by keeping wage payments in direct proportion to output—on the principle that "no wages are too high if earned."

### Main Obstacles to Installation and Smooth Operation

- Lack of standardization of articles to be processed.
- Dissimilarity of methods among different plants.
- Variety in type and kind of equipment.
- Difficulties of explaining and making clear to employees purposes and rewards of plan.

## Essential Preliminaries

- Improvement in plant equipment and methods.
- Efficient layout and workflow.
- Measurement, by time studies or otherwise, of normal output of all types of work after putting equipment and process on improved and standardized basis.
- Job Analysis—the analysis and listing of all tasks included in any specific job.
- Job Evaluation—establishing relative values of different jobs in drycleaning plant.
- Selection of personnel.
- Aptitude testing.
- Training.
- Setting up of organization chart, clearly defining lines of authority and responsibility.
- Preparation, in written form, of standard practices and methods.

## Further Details of Preliminaries

- Improvement of methods based on type and grade of service.

*Examples:* Base price 49 cents—high production standards in finishing and packing.

Modified inspection.

Base price \$1.50—lower production standards.

Rigid inspection to maintain high quality workmanship, finishing, packaging. Greater emphasis on employee selection, individual skills.

Both quality and quantity standards should be clearly defined, put in writing before installation of wage incentive plan.

B. Plant layout, workflow, selection and arrangement of equipment. Developed by consideration of owner, manager, superintendent and skilled engineers either from inside plant or outside specialists.

An integral and vital part of the installation of an incentive plan is the work which the plantowner and his supervisors and engineers do to make every motion of every employee easier.

*Examples:* Shorten distance from which presser must reach for work and extend arm to hang finished garment on line. If press head suddenly tightens up, extra foot-pound of pressure required to bring it down mounts up to tons of extra effort if repeated all day long.

Five-foot girl who must hang garments on rack made for five-foot-six employee has exerted hundreds of foot-pounds of additional lift at end of day. Prompt provision of platform on which bagger or assembler may work will increase output, prevent dissatisfaction.

If each task and motion is made easier, it is possible to improve quality while greatly increasing speed of production.

C. Time studies, or measurement of output at normal speed, made with quality standards already established in mind.

D. Job Analysis. Prepared with cooperation of supervisors and workers.

E. Job Evaluation. Preparation with cooperation of supervisors and workers. Essential for establishment of basic wage rates.

Based on (1) Physical qualifications and working conditions.

(2) Mental qualifications and education.

(3) Specific job skill and related experience.

(4) Responsibilities and personality traits.

*Example:* Janitor—in many plants most important of non-executive workers, with possible exception of spotters and silk finishers. Greater responsibilities, broader variety of duties than assembler. On other hand, assembler requires

## Cost Percentages for the Year 1951

### Analysis of Percentage Costs According to Sales Volume

Annual Sales	Under \$25,000	\$25,001 to \$40,000	\$40,001 to \$60,000	\$60,001 to \$80,000	\$80,001 to \$100,000	\$100,001 to \$150,000	\$150,001 to \$300,000	Over \$300,000	Aver- age	NICD "Normal"
No. of Plants Reporting	36	37	42	23	25	31	26	21	241	
Average Base Price	\$1.13	\$1.12	\$1.13	\$1.17	\$1.15	\$1.19	\$1.33	\$1.38	\$1.19	
SALES DISTRIBUTION	%	%	%	%	%	%	%	%	%	%
Call and Delivery	33.70	40.13	40.22	48.66	62.09	61.18	61.23	63.21	57.12	
Branch Stores & Agencies	2.20	1.05	4.23	11.86	8.10	13.24	20.45	29.33	18.64	
Plant Retail	61.98	58.51	53.81	38.23	26.27	25.42	18.11	7.14	22.91	
Wholesale Work	2.12	1.41	1.74	1.35	3.54	.16	.21	.32	1.33	
TOTAL SALES	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
PRODUCTIVE EXPENSE										
Productive Labor	34.73	36.96	32.48	35.79	33.56	32.48	32.34	29.24	32.12	29.00
Outside Work	1.65	1.71	2.23	2.29	1.06	1.11	2.83	1.62	1.51	
Productive Supplies	9.53	10.56	9.33	9.29	9.41	8.34	8.35	8.11	8.63	7.00
Power Plant	6.57	5.57	5.41	4.72	4.41	3.62	3.19	2.84	3.71	4.50
Building Overhead	5.48	4.76	3.87	2.70	3.04	2.89	3.31	2.17	2.95	3.50
Machinery Overhead	4.71	4.48	4.16	4.19	3.38	4.16	3.49	3.00	3.58	5.00
Indirect Overhead	2.71	2.70	4.17	4.75	5.19	5.98	5.22	6.26	5.40	6.00
TOTAL PRODUCTIVE EXP.	65.38	66.74	61.65	63.73	60.05	58.58	58.73	53.24	57.90	55.00
SALES & DISTRIBUTION EXP.										
Delivery:										
Wages & Commissions	3.74	5.02	7.23	8.84	9.33	9.21	9.72	13.28	11.51	11.00
Equipment Exp.	2.71	2.40	2.83	2.74	4.01	3.88	3.71	3.92	3.74	4.50
Store Salaries & Exp.	2.61	1.78	1.39	2.44	2.62	6.55	5.19	8.37	4.33	3.00
Sales Promotion Exp.	2.01	2.63	3.01	2.89	2.52	3.12	4.00	3.22	3.14	5.00
Claim Adjustments	.30	.51	.43	.61	.42	.49	.63	.74	.58	1.50
TOTAL SALES & DIST. EXP.	11.37	12.35	14.89	17.52	18.90	23.25	23.25	29.53	23.30	25.00
OFFICE & ADMINISTRATIVE										
Office Salaries & Exp.			5.14	4.28	5.73	5.21	5.33	5.74	5.45	4.50
Other Exp.			1.07	1.74	.77	1.90	2.30	1.68	.71	1.50
Executive Salaries			5.24	4.12	5.63	5.39	5.05	3.89	5.17	7.00
TOTAL OFFICE & ADM.	6.67	7.71	11.45	10.14	12.13	12.50	12.08	11.31	11.33	13.00
Total Expense	83.42	86.80	87.99	91.39	91.08	94.33	94.06	94.08	92.53	93.00
Net Profit Before Taxes	16.58	13.20	12.01	8.61	8.92	5.67	5.94	5.92	7.47	7.00

Source—National Institute of Cleaning and Dyeing

clerical ability, more accurate recognition of figures, letters and handwriting than janitor. Wool presser might be illiterate—need only count own output. But janitor must read and understand notes left for him by plant manager, superintendent and others.

F. and G. Aptitude testing necessitated by failure of many employees to recognize own natural abilities.

*Examples:* Employee who cannot remember four-digit number for one minute unsuited to assembling.

Employee inaccurate in counting and recording numbers, figures and classifications unfitted for the job of marker. Articulate, persuasive, intelligent, sensitive employee unhappy and possibly promoter of discontent on repetitive job; on sales force or otherwise dealing with public may be of great value to employer and personally contented.

H. Training supplemented by definite upgrading program. Most employees work more contentedly and with better results if entire organization operates on principle of promoting capable people as rapidly as possible.

#### Establishment of Rates Under Wage Incentive Plan

1. Base wage rate based on established normal output—basic task which employer has right to expect and which employee has duty to perform.

Base rate usually paid if employee regularly averages 75, 80 or 85 percent of normal output.

2. Bonus, in addition to base wage rate, for production in excess of basic performance rate.

a. Payment of graduated bonus, beginning with small bonus when about 85 percent of standard is reached, bonus rate increasing until it reaches top limit of production.

*Example:* If wool pressers can easily press 10 suits per hour, that becomes basic performance rate. Most plans would begin to pay small bonus at about 8½ suits per hour, with bonus rate increasing as production goes above 10 per hour until it reaches top production rate at which drycleaner may safely operate without deterioration of quality.

b. Controversial alternative — proportionate payments per unit of production all the way through incentive setup.

*Example:* If presser receives 60 cents per hour and his task or performance rate is 10 suits per hour, labor cost is 6 cents per suit. But if by installation of new and better equipment, presser is enabled to turn out 15 suits per hour of equivalent quality and with no more physical exertion, plantowner-investor should have reward for providing those facilities.

Arguments in such cases can usually be resolved to satisfaction of all parties by employment of outside industrial engineer with good reputation in field.

3. Establishment of production limit to protect standards of quality.



## Sectional Analysis of Percentage Costs for the Year 1951

Section	I North- east	II Middle East	III South- east	IV South Central	V North Central	VI North Mid- west	VII South Mid- west	VIII Rocky Moun- tain	IX North Far West	X South Far West
No. of Plants Reporting	16	42	17	21	37	35	25	14	17	17
Average Base Price	\$1.22	\$1.11	\$ .93	\$ .98	\$1.26	\$1.25	\$1.03	\$1.26	\$1.46	\$1.45
<b>SALES DISTRIBUTION</b>	%	%	%	%	%	%	%	%	%	%
Call and Delivery	58.73	55.21	34.48	49.23	66.94	47.93	48.21	25.44	69.92	64.01
Branch Stores & Agencies	15.13	27.91	22.04	7.93	10.32	20.04	11.93	22.51	9.62	9.97
Plant Retail	22.21	13.04	43.21	35.18	22.31	30.18	39.13	52.87	20.14	25.01
Wholesale Work	3.93	3.84	.27	7.66	.43	1.85	.73	.18	.32	1.01
<b>TOTAL SALES</b>	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
<b>PRODUCTIVE EXPENSE</b>										
Productive Labor	32.17	31.56	33.17	30.75	31.62	31.43	29.84	44.12	28.09	32.20
Outside Work	2.53	1.85	1.33	2.18	2.91	2.01	1.11	1.23	1.92	1.81
Productive Supplies	8.70	8.66	9.87	8.80	9.27	9.33	8.52	10.32	7.15	5.96
Power Plant	3.61	4.03	3.44	4.44	4.01	4.66	2.95	4.37	2.66	2.16
Building Overhead	3.00	3.21	3.62	4.93	2.54	3.07	3.40	3.59	2.38	2.34
Machinery Overhead	3.26	3.95	3.30	3.04	3.41	4.21	3.25	3.09	5.06	2.91
Indirect Overhead	6.25	5.52	3.47	7.41	5.40	3.82	4.59	3.12	6.01	7.40
<b>TOTAL PRODUCTIVE EXP.</b>	59.52	58.78	58.20	61.55	59.18	58.53	53.66	69.84	53.27	54.78
<b>SALES &amp; DISTRIBUTION EXP.</b>										
Delivery:										
Wages & Commissions	10.21	10.09	12.18	9.02	11.18	8.10	9.23	2.18	12.14	15.11
Equipment Exp.	3.94	5.28	3.52	3.58	4.01	4.00	4.92	1.84	4.11	4.18
Store Salaries & Exp.	4.24	4.24	2.77	4.18	4.42	4.67	5.59	2.71	4.61	4.32
Sales Promotion Exp.	2.89	4.13	3.04	2.35	3.87	3.01	5.03	3.62	3.01	2.11
Claim Adjustments	.41	.49	.67	.60	.59	.50	1.01	.41	.67	.69
<b>TOTAL SALES &amp; DIST. EXP.</b>	21.69	24.23	22.18	19.73	24.07	20.80	25.78	10.76	24.54	26.41
<b>OFFICE &amp; ADMINISTRATIVE</b>										
Office Salaries & Exp.	5.83	5.18	4.21	4.53	3.93	5.97	5.39	4.18	5.21	6.14
Other Exp.	2.41	.27	2.20	2.12	2.08	3.17	1.24	3.62	1.60	1.41
Executive Salaries	2.72	5.06	6.50	3.38	4.57	4.35	5.97	4.90	2.21	2.60
<b>TOTAL OFFICE &amp; ADM.</b>	10.96	10.51	12.91	9.03	10.58	13.49	12.60	12.70	9.02	10.15
<b>Total Expense</b>	92.17	93.52	93.29	90.31	93.81	92.30	92.04	93.30	86.85	91.34
<b>Net Profit Before Taxes</b>	7.83	6.48	6.71	9.69	6.19	7.70	7.96	6.70	13.15	8.66

*Source: National Institute of Cleaning and Dyeing*

Section I: Northeast—Conn., Mass., Maine, N.H., R.I., Vt.  
 Section II: Middle East—Del., D.C., Md., N.J., N.Y., Pa., Va., W.Va.  
 Section III: Southeast—Fla., Ga., N.C., S.C.  
 Section IV: South Central—Ala., Ky., La., Miss., Tenn.  
 Section V: North Central—Ill., Ind., Mich., Ohio

Section VI: North Midwest—Iowa, Minn., Neb., N.D., S.D., Wis.  
 Section VII: South Midwest—Ark., Kans., Mo., Okla., Texas  
 Section VIII: Rocky Mountain—Ariz., Colo., N.M., Utah, Wyo.  
 Section IX: North Far West—Idaho, Mont., Ore., Wash.  
 Section X: South Far West—Cal., Nev.

4. Merit rating. Differences in basic rate based on employee's day-to-day performance, attendance, co-operativeness or general attitude, and other pertinent factors, tangible and intangible. Records to be kept on form obtainable from any industrial engineering firm. Periodic review at regular intervals.

### Administration of Wage Incentive Plan

1. Record keeping. Complete facilities essential for recording of employee output.

- a. Frequent recording of individual production—at least once per hour; many plants record production every half hour.
- b. Accessibility. Records easily seen and checked by employee.

2. Supervision. Operation of plan places much greater burden on supervisors. Supervision must be constant, tactful, firm, alert for improvement of working conditions and equipment.

*The secret of successful wage incentive plan operation is constant vigilance.*

### Benefits of Wage Incentive System

Most employees, especially on repetitive jobs, work at about 66 percent of their actual capacity. If they are

brought up to 100 percent of their own abilities, and if they and their employers benefit proportionately, this will amount to a 50 percent increase in output.

The difference between drycleaning plants and the neighborhood press shops or tailor shops consists in the utilization of machines by the plantowner. Therefore, under the wage incentive system the drycleaning plant operator gets an extra benefit from the fact that his machines as well as his employees are used at more nearly their standards of capacity.

Actually, however, when bonuses are paid for extra production and these bonuses are graduated to pay slightly more per unit above 100 percent, the result from the better employees is usually an output approximately 120 percent of capacity. On such a regular premium production, the employee can often increase his earnings by 25 percent or more.

The whole purpose of the wage incentive plan is to encourage and pay the employee for working steadily at his or her best (yet comfortable) rate of work. In fact, the chief reward to the plantowner in the establishment of wage incentives is to obtain a standard hour's production from his employees each hour of the day. If that aim only is achieved, it is well worth all of the expense, paper work and supervision required.

# THE CLEANING ROOM

## Synthetic Solvents

EACH of the three synthetic fluids used in the dry-cleaning industry—carbon tetrachloride (including carbon tetrachloride-base blended fluids), trichlorethylene and perchlorethylene—has its own particular application.

Likewise, there are two main combinations of synthetic drycleaning machines:

**Washer-Drier Systems:** All washing and extracting done in same basket. Solvent left in garments after extraction is recovered in a separate recovery tumbler.

**Washer-Recovery Systems:** Garments washed, extracted and dried in one basket. Solvent left in garments after extraction is recovered by recirculating air which is alternately heated and cooled.

Physical and chemical properties of drycleaning solvents as they apply to design of drycleaning machine:

**Washer:** Rapid cleaning possible with chlorinated solvents because of their high solvent power for grease and rapid penetration rate.

*Carbon tetrachloride and perchlorethylene*—cleaning powers just about equal.

*Trichlorethylene*—most efficient fluid for soil removal.

Therefore, machine having large capacity per hour may be built around a relatively small basket by allowing a number of loads to be processed per hour.

**Extractor:** Difference in hold-up of solvent in garments after identical extraction conditions:

*Carbon tetrachloride and perchlorethylene*—no appreciable difference.

*Trichlorethylene*—slightly more recoverable by extraction.

**Filter:** Operation essentially same with any of the synthetic fluids; normal precoat and operating additions will work equally well with any of the three fluids under identical conditions.

A large item in solvent consumption is solvent left in discarded filter sludge, which accounts for approximately one-fifth of solvent consumed.

*Perchlorethylene and trichlorethylene*—may be recovered from sludge by:

Recirculation of warm air to water-cooled condenser to liquefy solvent vapors.

Sludge may be backwashed to a still, then stripped of solvent by injecting live steam directly into sludge.

*Carbon tetrachloride*—tends to hydrolyze in presence of excess moisture, forming acidic corrosion products, so that it cannot be steam-distilled.

*Example:* In tests with machine which has relatively inefficient extractor, solvent hold-up for wool after 7-minute extraction is:

Carbon tetrachloride—20.2 percent

Perchlorethylene—18.6 percent

Trichlorethylene—15.1 percent

**Still:** Three physical properties of the solvents have to be taken into account as regards the still—specific heat, boiling point, latent heat of vaporization. All three add up to heat input required to distill the solvent. The three solvents have approximately the same specific heat of around .2, and approximately the same latent heat of vaporization. The main difference is in the boiling point: carbon tetrachloride, 169.7° F; trichlorethylene, 188.4° F; perchlorethylene, 250.2° F.

*Carbon tetrachloride and trichlorethylene*—may be distilled at low steam pressures, usually not in excess of 10 pounds per square inch gauge pressure.

*Perchlorethylene*—will require approximately 50 pounds. In some machines this factor rules out perchlorethylene, since still coils or jackets will not stand the higher pressure, or area of coils is not large enough to have sufficient heat input for distillation of this fluid.

**Evaporation rate** (taking ether as having a rating of 100):

Carbon tetrachloride—33

Trichlorethylene—28

Perchlorethylene—9

Carbon tetrachloride has evaporation rate about 3.5 times that of perchlorethylene. This factor accounts for high evaporation losses in systems using carbon tetrachloride. Actual practice gives approximately 75 percent recovery for carbon tetrachloride and 90 percent for perchlorethylene.

**Solvent Costs:** Only true basis for comparison is solvent cost per pound of garments cleaned. It matters less

## Physical Properties of Synthetic Solvents

	Carbon Tetrachloride	Trichlorethylene	Perchlorethylene
Chemical formula	CCl <sub>4</sub>	C <sub>2</sub> HCl <sub>3</sub>	C <sub>2</sub> Cl <sub>4</sub>
Boiling point, ° F	169.7	188.4	250.2
Latent heat of vaporization at boiling point, B.t.u./lb.	84.2	103.0	90.0
Specific heat, liquid	0.205	0.225	0.205
Viscosity, liquid (68° F) cp.	0.969	0.58	0.88
Surface tension (in air) dynes/cm.	25.4 (in nitrogen) at 77° F	approx. 29 at 86° F	32.32 at 68° F
Specific gravity (20°/4° C)	1.594	1.464	1.623
Pounds per gallon (68° F)	13.3	12.3 (59° F)	13.55
Vapor pressure, mm. Hg. (68° F)	91	58.5	14.2
Evaporation rate (ether = 100)	33	28	9
Flammability, Underwriters' Laboratories rating	0	3	0

what is paid for a drum of solvent than how much cleaning a drum of solvent will do.

In one popular washer-recovery machine, losses were determined, by extensive laboratory and field tests, to be distributed as follows:

	Perchlor- ethylene	Carbon tetrachloride
Filter loss	6.0 lbs.	6.0 lbs.
Hold-up	13.1 lbs.	14.0 lbs.
Still residues	.4 lb.	.33 lb.
Evaporated loss	3.5 lbs.	9.87 lbs.
Total loss, solvent per 100 lbs. garments	23.0 lbs.	30.20 lbs.

Taking a base price of 13 cents per pound for perchlorethylene and 10.5 cents per pound for carbon tetrachloride, this represents a cleaning cost of 2.99 cents per pound of garments for perchlorethylene as against 3.17 cents for carbon tetrachloride.

### How to reduce cleaning costs:

**Hold-up of solvent in garments after extraction:** Varies with efficiency of extractor, which is based on the diameter of the extractor basket and speed of extractor. This factor is built into machine and cannot be varied.

**Length of extraction time:** Can be varied.

**Example:** Variation in amount of solvent left in clothes after extraction. Garments extracted were wool, extraction time seven minutes in all cases:

Machine No.	Diameter of basket	Extraction speed	Solvent hold-up %
1	27"	900	12.5
2	30"	850	12.5
3	34"	810	13.5
4	30"	750	14.5
5	32"	640	16.0
6	24"	550	22.0

Recovery in separate recovery-drier of solvent left in garments after extraction will reclaim 90 percent of hold-up solvent. Cleaning cost may be reduced to about 1½ cents a pound with perchlorethylene, which is the most completely recoverable solvent.

**Filter loss:** Much of this loss may be recovered by back-washing the sludge and steam-stripping when perchlorethylene is used. Still residues may be stripped for a further saving.

**Chief advantage of trichlorethylene:** Lends itself to construction of lower-priced machine from low-cost materials of construction.

Trichlorethylene should only be used in machines especially designed for it as this solvent has a tendency to bleed fugitive cellulose acetate dyes when the temperature of the solvent exceeds 80° F.

Source—E. I. du Pont de Nemours & Company, Electrochemicals Department

## Petroleum Solvents

STANDARDS for petroleum distillates used in dry-cleaning cover physical and chemical properties, methods of testing, certification of quality.

### Standards for Stoddard Solvent:

(Commercial Standard CS 3-40)

1. **Material:** Stoddard solvent shall be a petroleum distillate.

2. **Appearance:** It shall be clear and free from suspended matter and undissolved water.

3. **Color:** It shall be water-white or not darker than 21 by Saybolt chronometer.

4. **Odor:** Solvent shall be free from rancid and objectionable odors.

5. **Corrosive Properties:** Copper shall show not more than extremely slight discoloration when submerged in solvent for three hours at 122° F.

6. **Doctor Test:** Solvent should react negatively.

7. **Sulphuric Acid Absorption Test:** Not more than 5 percent of the solvent should be absorbed by CP sulphuric acid (93.2 percent).

8. **Flash Point:** Shall not be lower than 100° F.

9. **Distillation Range:** When a sample is distilled according to specifications, not less than 50 percent should be recovered when the thermometer reads 350° F and not less than 90 percent when the thermometer reads 375° F, and the end point shall not be higher than 410° F.

10. **Residue:** When a sample is distilled the residue shall not be more than 1.5 percent.

11. **Acidity:** Residue from distillation shall not show an acid reaction.

A petroleum solvent meeting the above specifications is classified by Underwriters' Laboratories, Inc., in a class with kerosene in respect to fire hazard.

### Standards for 140° F Solvent:

The 140° F solvent has been developed in an effort to produce a workable solvent that would have a flash point higher than that set for Stoddard solvent and would show a high degree of safety in regard to fire hazard.

The main specification required by the Underwriters' Laboratories for 140° F solvent is that the flash point be a minimum of 138.2° F. According to the Underwriters' listings this type of solvent is placed in a class between paraffin oil and kerosene.

The Stoddard solvent specifications are concerned only with the solvent and do not require any designated type of equipment.

In the use of 140° F solvent, specifications have also been set up in respect to the type of equipment in which it should be used for maximum safety. In some cases the equipment approved has been tumblers and drying cabinets. Some complete drying units have been approved for the use of 140° F solvent.

Approved drycleaning systems together with particular listed drying cabinets or tumblers are suitable only for use with listed cleaning liquids classified with respect to fire hazard and complying with the following specification:

1. **Flash Point** (closed cup): Not lower than 138.2° F.
2. **Initial Boiling Point:** Not lower than 357.8° F.
3. **Ignition Temperature:** Not lower than 453.3° F.
4. **Lower Limit of Explosion Range:** Not less than .8 percent by volume in air at initial temperature of 302° F.
5. **Spontaneous Heating:** The cleaning material shall not heat spontaneously.

The color, odor, corrosion and doctor tests are the same as for Stoddard solvent.

Along with the use of approved systems, the installation should be set up in accordance with the standards of the National Board of Fire Underwriters for safeguarding drycleaning and dyeing plants. Authorized inspectors should be consulted before installation.

The use of either of these solvents is regulated by the state fire marshal's office and the regulations vary considerably from one state to another.

Source—Anderson-Prochard Oil Corporation

## Solvent Filtration

REMOVAL of insoluble impurities from drycleaning solvent in the filter is nothing more than a simple "screening" action. If all the dirt coming from the garments were in large, hard particles, the regular filter screens and bags would do the job without the need of filter powder. But dirt, sand, lint, and slimy and gummy substances make the picture totally different.

The screens and bags in your filter are extremely fine, around 200 mesh, which means there are approximately 40,000 holes to a square inch. If you use no filter powder, these holes are plugged in no time by the slimy and gummy substances. Then your filter pressure goes sky-high and you get no more than a trickle of solvent through the filter.

When you add a good filter powder (diatomaceous silica) to the solvent, the extremely fine diatom particles mix in the washer with the impurities and are carried to the filtering surface. These particles of powder collect on the filter screens or bags and break up the gummy coating of slimes and residues. They form pores or holes so fine they can only be seen under a microscope, but through which the clean solvent can flow freely.

When the manufacturer made your filter to put out, for example, 3,000 gallons per hour, he did not guess at the amount of filtering area. It was figured out by engineers as approximately 33 square feet for each 1,000 gallons of filter capacity. Therefore, your 3,000-gallon filter would have about 100 square feet of screen area.

Suppose, for various reasons, your screens and bags have become so clogged with insoluble residues and slimy substances (through which the solvent will not pass) that only 50 percent of your filtering area is open to flow. In effect, you now have a 1,500-gallon filter instead of a 3,000-gallon filter, yet your pump is still trying to force through its full capacity of 3,000 gallons, thus developing excess pressure.

To know whether your screens in your vertical screen filter are clogged or not here is the procedure:

When you have completed a day's run, or when you consider the pressure excessive, shut off your pump and open the drain valve on your filter, allowing the solvent to drain off to a point just below the filter cover. Remove the cover and swing it aside so that you can see down between the filter screens. Now drain the solvent from the filter, slowly enough so that you do not disturb the filter cake. When the solvent level is below the

tops of the screens, take a flashlight and inspect the condition of the cake on each filter screen.

You will note that some areas have no filter powder on them; some of the areas will be coated anywhere from 1/2 to 1 inch thick, and the rest of the screens will be splashed here and there with only a thin cake. Where there is no filter cake, there has been no solvent passing through; all the solvent went through those areas on which the powder is deposited in a reasonably thick cake. In the case of a horizontal type filter, where the filter powder lies on a flat plane, this "spotty" cake is not found, due to the fact that its construction causes even distribution of the filter powder.

If the screens had been properly cleaned and kept clean by proper precoat, the filter cake would be uniformly distributed and of even thickness and color texture.

### Cleaning Filter Screens

The proper way to clean your filter screens is to use 1 or 2 pounds of caustic soda to each 5 gallons of water in a tank or tub large enough to immerse the screens. Bring this tank of solution to a boil and then immerse the screens for at least 30 minutes. For bad cases of clogging, some plants soak the screens in the cold solution overnight and bring to a boil the next morning.

Next, rinse each screen thoroughly in another tub of boiling water, then steam thoroughly from top to bottom with wet steam. The trick to the above operation is to take the screens out of the boiling hot caustic solution one at a time, to the boiling hot rinse water, then to the steam hose. Above all, do not permit the screen to dry from the time it is taken from the caustic solution until it has been thoroughly steamed, working from top to bottom. If you do, the emulsified slimes and greases will precipitate and harden and be almost impossible to remove.

Wipe the screen very carefully. Be sure in wiping and blowing with steam that you do not break the soldering on edges; this will cause screens to develop leaks.

Now how can you keep your screens from getting gummy up again? The answer is with a properly applied precoat.

### Precoat and Operation

First, fill the washer to the proper level and the filter full of clean solvent. In filling the filter, keep the air valve open until solvent starts to run out, signifying that it is full. Now, close the air valve and add to the

## Minimum Filter Powder Usage

Stoddard and Large Synthetic Solvent Filters

For Precoating

Filter Capacity	Amount of Powder
1000 gals. per hr.	2 pounds
2000 gals. per hr.	4 pounds
3000 gals. per hr.	6 pounds
5000 gals. per hr.	8 pounds
8000 gals. per hr.	14 pounds

For Addition With Garments or to Powder Trap

No soap used—add 1 lb. powder to 100 lbs. of fabrics.

Soap used—To break run\*—1 lb. powder per 100 lbs. of fabrics.

To filter rinse—1 lb. powder per 100 lbs. of fabrics.

\* If no break run is carried out, double quantity of filter powder is used for filter rinse.

Small Synthetic Solvent Filters

Use 1 ounce for each square foot of filtering cloth or screen.

Use 1/2 pound for each 50 lbs. garments cleaned. Example: If 50 lbs. garments make four loads, add 2 ounces with each load. A less effective method is to add 1/2 lb. every four loads. Add powder with garments when possible—otherwise at trap.

Source: Johns-Manville Sales Corporation



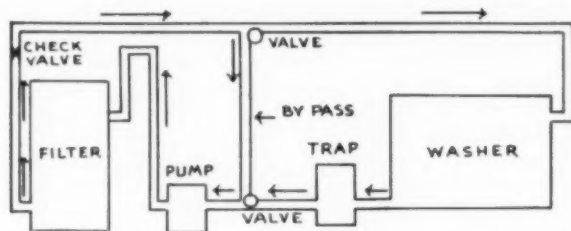
clean solvent in the washer one pound of filter powder for each 10 square feet of screen area. Start the washer and mix the powder thoroughly with the solvent. Then you can start the pump. Allow the solvent to circulate through the filter and washer until it shows clear in both sight glasses.

You are then ready to start your daily operation.

The most important thing to remember during the day's cleaning is that filter powder should be used on every washer load. The next most important point is to use the right amount of filter powder—not too much, not too little. If one load is run without filter powder, the surface of your filter cake will start to slime over and become partially plugged, with more than normal pressure rise. This condition becomes worse for each succeeding load run without filter powder.

In a test run by a solvent manufacturer, it was found that using only  $\frac{1}{4}$  pound of filter powder on every load cleaned more garments per pound of pressure rise, yet used 27 percent less filter powder per 1,000 pounds of garments cleaned than when three times this amount ( $\frac{3}{4}$  pound) was added in every other load.

Another extremely important point is that, on the vertical type filter, there is nothing to hold the precoat or cake on the screens. There should be a by-pass valve to allow the solvent to keep circulating and hold pressure against the cake when no washers are running on the filter. If the pump is stopped when you are not filtering there is no pressure, and parts of the precoat and filter cake will fall off and leave the screen bare. When you start to filter again, these bare spots quickly plug up and the pressure rises faster than normal.



Use of by-pass maintains filter cake by continuing pressure with the pump while the washer is idle or on soap run. Also, extension of filter inlet and outlet above solvent level in filter maintains solvent level above filter cake. Check valve prevents solvent on outlet side from dropping back and pushing the cake off from inside the screens.

The same result occurs when the filter is started the first thing in the morning—after the pump has been off all night—without applying a precoat. If only one load is run through a precoat before shutting down for the night, a new precoat must be put on before starting to filter the next morning. Again, this does not apply to horizontal filters.

Three cardinal rules to remember in securing more and better cleaning with economy of filter powder are:

1. Start with and keep screens thoroughly clean with all mesh openings clear for solvent flow.
2. Determine the proper amount of filter powder to use per load of garments, according to the size of the load and the condition of the garments (one to two pounds for every 100 pounds of garments). Use the correct amount in every washer load.
3. Keep pressure against the filter cake at all times when operating a vertical type filter, either circulating through the washers or a by-pass valve. Always precoat again after the pump has been stopped, even for a short time.

Source—Distrite Division, Great Lakes Carbon Corporation

## Solvent Tests

### Test for Water in Solvent:

Make sure test tube is clean and dry, then half fill with solvent to be tested. Add pinch of anhydrous copper sulfate. Shake test tube well, then allow to settle for a few minutes. Water is present in solvent if sediment has bluish tinge.

### Test for Soluble True Soap in Solvent:

The same test will indicate presence of soluble soap in sufficient quantity to cause building up of suds in washer, formation of jell in still or scum on filter. Soluble soap present in solvent when shaking it with copper sulfate produces flocculent precipitate (a spongy, flaky bottom layer).

### Test for Free Fatty Acid:

For accurate results, flask and 55 cc. graduate used for this test must be perfectly dry as well as clean. Either rinse with alcohol or acetone, requiring no drying, or, if washed with water, dry with cloth.

Pour 50 cc. of solvent to be tested into Erlenmeyer flask. Add 3 or 4 drops of phenolphthalein solution. Shake well. Next, using 100 cc. pipette, add 5 cc. of 0.0139 normal alcoholic potassium hydroxide (using synthetic methanol). While adding this solution, shake flask with swirling motion.

If pink color appears while the first 5 cc. is being added, amount of fatty acid in solvent is negligible. Each 5 cc. of testing solution that must be added to obtain pink reaction to phenolphthalein represents acid number of 0.1. If addition of second 5 cc. produces pink color, solvent is satisfactory to use. However, if it is necessary to add a third 5 cc. before obtaining pink reaction, the solvent should be treated before further use. Up to this point, the use of one of the adsorbents will usually keep it in usable condition.

If more than 15 cc. of testing solution, indicating an acid number of 0.3, is required to produce pink color, solvent must be clarified. The acid number 0.3 has been established as point at which solvent should be clarified because odor has been traced to solvent with a slightly higher acid number.

The drycleaner should make this test every day. The potassium hydroxide should be fresh.

## Use and Characteristics of "Sweeteners"

THERE are certain adsorptive filter aids that have characteristics that must not be confused with those of standard filter powders. The adsorptive filter powders have been treated with magnesium or aluminum silicates, or similar compounds, to give them an ability to strain out soluble impurities that otherwise are able to pass through the filter cake. Some of these adsorptive filter powders have been effective in prolonging the interval between distillation periods.

Since the rate at which the magnesium silicate is used up depends not only on the type and amount of soil in the garments but also on the amount of fatty acid released from the soap used, it is difficult to prescribe exact formulas. This is particularly so since these powders vary widely in character and performance.

The rule of thumb for one such powder is a precoat of 3 pounds per 1,000-gallons-per-hour filter capacity, plus  $1\frac{1}{2}$  pounds to each 100-pound load of lightly

soiled garments. Care should be taken to add the adsorptive filter powder through the trap or at the outlet of the washer, as it has a tendency to cling to fabrics.

## Pumps for Filter Circulation

Following chart shows pump size recommended for each size of filter and speed at which each should operate to produce intended flow rate when diatomaceous filter aids and "sweeteners" are being used

Filter Gallons Per Hour	Size of Suction and Discharge Pipes	r.p.m. Pump Pulley	Diameter Pump Pulley	Gallons Per Revolution
400	1"	450	4 3/4"	0.015
600	1"	650	4 3/4"	0.015
1000	1 1/4"	375	7"	0.044
1200	1 1/2"	230	10"	0.087
2000	2"	265	10"	0.125
3200	2"	235	12"	0.235
5000	2"	350	12"	0.23
8000	3"	250	24"	0.53

Source—Viking Pump Co.

## Capacities of Drycleaning Washers

It is impossible to quote precise washer loads to fit all types of equipment and diversified local conditions. The following capacities are average figures based on the recommendations of various washer manufacturers, detergent producers and drycleaning supply houses

Size	Wood	Metal
30 x 30"	30 lbs.	...
30 x 40"	40	50 lbs.
30 x 48"	50	63
36 x 48"	67	85
36 x 54"	78	95
36 x 64"	96	112
36 x 72"	103	117
42 x 54"	107	124
42 x 64"	128	154
42 x 72"	139	158
42 x 84"	167	198
42 x 96"	191	226
42 x 120"	226	250

## Recommended Drycleaning Washer Speeds

Drycleaning washers should travel between 160 and 180 linear feet per minute depending upon rib height and type of clothing being cleaned. Use the slower speeds for silks washed in high-ribbed machines. Most manufacturers recommend the following revolutions per minute as speeds for drycleaning washers of various diameters

Diameter	r.p.m.
30"	20-30
36"	17-19
42"	15-16

## Extractor Speeds

The revolutions per minute given in the table below are recommended by most manufacturers for extractors of various sizes

Diameter	r.p.m.
20"	1360
26"	1260
28"	1150
30"	1110
40"	900
48"	725
60"	610

## Kilowatt Hours To Run Extractors

Table gives kilowatt hours required to run extractors of various sizes a given time in minutes. Example: A 48-inch extractor draws 1.45 kilowatt hours for a 20-minute extraction period; at 2 cents per kilowatt hour, power cost is 2.9 cents for the load

Time In Minutes	Extractor Diameters						
	20"	24"	26"	28"	30"	40"	48"
1	.042	.050	.071	.083	.095	....	....
2	.048	.069	.082	.095	.108	....	....
3	.055	.079	.092	.107	.122	....	....
4	.062	.088	.103	.119	.135	.46	.65
5	.069	.097	.114	.131	.149	.50	.70
6	.075	.106	.125	.143	.162	.54	.75
7	.082	.116	.135	.155	.175	.58	.80
8	.089	.125	.146	.167	.189	.62	.85
9	.095	.134	.157	.179	.202	.66	.90
10	.102	.144	.167	.192	.216	.70	.95
11	.109	.153	.178	.204	.229	.74	1.00
12	.115	.162	.189	.216	.242	.78	1.05
13	.122	.171	.199	.228	.256	.82	1.10
14	.129	.181	.210	.240	.269	.86	1.15
15	.135	.190	.221	.252	.283	.90	1.20
16	.142	.199	.232	.264	.296	.94	1.25
17	.149	.209	.242	.276	.309	.98	1.30
18	.155	.218	.253	.289	.323	1.02	1.35
19	.162	.227	.264	.300	.336	1.06	1.40
20	.169	.237	.275	.312	.350	1.10	1.45

Source—AII

## Capacities of Tanks

To calculate the number of gallons in the cylinder of a clarifying tank use the following data:

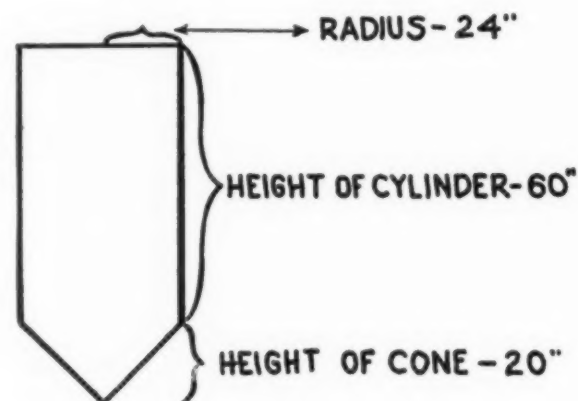
$$3.14 \times \text{radius}^2 \times \text{height} = \text{cubic inches in cylinder}$$

$$231 \text{ cubic inches} = 1 \text{ gallon}$$

$$\text{cubic inches} \div 231 = \text{gallons in cylinder}$$

Given a tank cylinder with a radius of 24 inches and a height of 60 inches:

$$\frac{3.14 \times 24 \times 24 \times 60}{231} = 470 \text{ gallons}$$



To calculate the number of gallons in the cone of a tank use the following formula:

$$\frac{3.14 \times \text{radius}^2 \times \text{height}}{3 \times 231} = \text{gallons in the cone}$$

To find the capacity of a tank cone with a radius of 24 inches and a height of 20 inches:

$$\frac{3.14 \times 24 \times 24 \times 20}{3 \times 231} = 52 \text{ gallons}$$

## THE SPOTTING DEPARTMENT

### Common Spots

**Argyrol:** Apply water or the steam gun to flush color as the stain is dissolved, thus preventing it from spreading to wider areas. Cover the stain with iodide crystals, allowing the crystals to dissolve in the water already applied to the fabric. As an alternate to the iodide crystals, tincture of iodine can be used. Let the iodide solution soak for a few seconds. Work with spatula and flush out. Dab the stain with hypo crystals (enclosed in a cheesecloth bag) which first have been immersed in a 10 percent ammonia solution. Flush out thoroughly with water.

Sometimes the argyrol is in an albuminous solution. In this case, digest to release some of the stain, then follow by repeating the above procedure.

**Berry:** First flush out with the steam gun, holding it quite close to the stain (an inch, at most) and using only a slight feather of steam. Continue until no more color is seen to leave the stain. Next apply a neutral lubricant and work with spatula or spotting brush. Flush out and repeat until no more color is being removed. Then flush out and apply general formula (if none is available, use a 10 percent solution of formic or acetic acid). Traces of discoloration may be treated with sodium bisulphite in a dilute water solution (test dyestuff first).

On white fabrics, hydrosulphite may be used to remove stubborn traces. On colored fabrics, if the sodium bisulphite is ineffective, spray with hydrogen peroxide if a test shows the color is fast to that chemical. Flush thoroughly.

Chlorine bleach is the most satisfactory method of removal on white cottons, linens or other vegetable fibers or on a few pastels that prove safe under test.

**Blood:** Since heat sets blood stains, it is important to treat them before they go through the drycleaning process. Brush dry blood stains to remove built-up portions. Immerse the garment in a solution of acetic (or formic) acid, salt and water (one-half pound of common salt and four to five gallons of water). This solution will dissolve the fibrin and albumin content of the blood and allow the stain to be rinsed out in clear water.

In extreme cases, after the soaking bath it may be necessary to brush out with water and a wetcleaning soap. In all cases, flush out the garment before using the soap solution. For small blood stains, remove built-up section with spatula or brush. Apply clear water and tamp the stain thoroughly with spotting brush. Addition of a small amount of ammonia to the water will saponify the blood stain and hasten solvent action. The steam gun should not be used except for flushing, lest it set the blood and make it harder to remove.

If the stain still remains, the area or, if necessary, the whole garment will have to be digested.

Last traces of blood on white garments can be removed with sodium perborate or a peroxide bleach applied locally.

For garments that must be treated with a minimum amount of moisture, an attempt can be made to remove the bloodstains on the dry side. Saturate the stain with Stoddard solvent and a good prespotter to which

moisture has been added (not over one part water to four parts prespotter). Work out with the spotting brush and, when the stain is dissolved, run in the drycleaning washer.

**Candy:** A steam gun melts a candy stain and forces the liquid out through the fabric. Hold the gun at a considerable distance, using wet steam; gradually bring it closer, increasing the volume of steam and the pressure.

A candy stain can also be removed by soaking in cold or lukewarm water. In stubborn cases or where large areas are affected a little neutral lubricant or wetcleaning soap may be added to hasten water penetration. After the spot is softened, work with spatula or break up the stain by tamping with the spotting brush. Flush or rinse out with clear water, feather out dry.

Since candy stains are frequently found in pockets of dark cotton fabric, every precaution must be taken to prevent a transfer of color from the pocket to the garment.

**Carbon:** Either the wet or dry process can be used. Preferably use the dry process before drycleaning. Work in a prespotter and tamp or brush to loosen all the carbon. Then the garment should be put in the drycleaning washer and thoroughly rinsed.

After drycleaning, it is preferable to treat the stain on the wet side. Wet out the stain with the steam gun and apply a neutral lubricant or a thick wetcleaning soap. Work the stain with a spotting brush or spatula and flush out. Repeat until all of the carbon has disappeared, then flush out with the steam gun and dry.

Occasionally a stain will remain, particularly when carbon paper was the cause. This is a dye rather than carbon and should be treated with general formula after all the carbon has been flushed out.

**Coca-Cola:** See "Soft Drinks."

**Cod Liver Oil:** See "Oils."

**Coffee (Tea):** These stains should be treated before drycleaning, since heat tends to set them. First, flush out with steam gun, holding it fairly close, emitting a feather of steam and following the built-up ring slowly. The spotter can alternate this feather of steam with tamping the rim of the stain with the spotting brush. When no more color appears to be moved by the steam gun, apply a neutral lubricant and work in with the spotting brush or spatula. Flush with the steam gun.

If traces of the stain remain, the area should be digested by either the spot method or bath method. If the cream or sugar content of the stain was fairly high, the digestion will remove cream or sugar, leaving a certain amount of coffee to be flushed out with the steam gun. If this staining persists, apply general formula, work in with the brush or spatula, and flush out with the steam gun. For persistent stains on white goods, use a bleach such as hydrogen peroxide or sodium perborate. Chlorine or a laundry bleach may be used on white vegetable fibers, such as cotton or linen.

**Cooking and Salad Oils:** See "Oils."

*(Continued on page 90)*

(Continued from page 89)

**Corrosion, Metallic:** Flush with the steam gun or water, then apply a neutral lubricant or a wetcleaning soap. Work with the spatula or spotting brush, flush out and dry. If a reddish or rust-colored stain remains, wet out again with the steam gun and apply a few drops of rust remover. Flush thoroughly.

Corrosion stains on metallic fabrics may be permanent. However, try flushing with the steam gun, applying the neutral lubricant and flushing out thoroughly. Do not use a rust remover on a metallic fabric.

**Dyes:** Insoluble pigment-type dye stains should be treated, if possible, in prespotting. Using the dry method, saturate the stained area thoroughly with Stoddard solvent; apply, as a lubricant and dissolving agent, any standard prespotting soap to which has been added one-third of its volume of alcohol. Flush out with dry solvent or dryclean in the usual manner immediately to prevent the dyestuffs or the prespotting soap from drying in the fabrics.

To remove dye stains by the wet process, first flush out with the steam gun, then apply a neutral lubricant or a wetcleaning soap. Do not be too quick with the steam gun but work the stain over slowly, because the heat as much as the moisture helps speed up removal of the dye. If there is considerable dye, alternate the lubricant or wetcleaning soap and flushing with the steam gun until no more color is being removed. Then apply general formula to the stain and work with the spotting brush or spatula. Flush with the steam gun.

For removing bled or offset dyestuffs on white goods or prints, immerse the entire garment in a large tub of water. The loose color will be released into the water. Remove and place the garment in a hot soap and ammonia solution made with just enough water to cover the garment, sufficient soap to produce a good suds and three ounces of 28 degree ammonia to each five gallons of water. The bath should be heated gradually to nearly boiling point and the garment kept in motion at all times. When all foreign color is released, flush out soap quickly in clear water and rinse in dilute acetic acid or a bath containing some commercial color-setting agent.

In employing the wetcleaning methods the basic dyestuff on the fabric must be tested to see if it will withstand alcohol, acetic acid, ammonia and hydrosulphite. If the foreign dyestuff in the stain has a greater degree of fastness than the base color of the garment itself, the only possible solution to the problem is to strip the entire garment and redye it. In all cases the spotter must realize that hot alcohol never can be applied to cellulose acetate.

**Food:** Apply water with the spotting brush and tamp, or flush with the steam gun or water spray gun. Then, depending on the stubbornness of the stain, follow with a neutral lubricant to which ammonia has been added or a wetcleaning soap. Manipulate with the brush or spatula and flush out with the steam gun.

Stains that do not respond to the above treatment probably either contain albumin or are held to the fabric by sizings. In either case, the answer is spot or bath digestion.

**Glue, Rubber or Cellulose:** To remove rubber-cement stains, flush out with solvent, add a volatile paint remover, then work with the spotting brush or spatula. If this is not successful, apply carbon bisulphite or benzol. (Note that both are highly inflammable.) If a dark color is involved, add a prespotting soap to carry off the coloring matter. Dryclean the garment.

For stains of cellulose glue, flush with solvent and

volatile paint remover to which amyl acetate may be added.

**Glue, Vegetable or Animal:** Be careful not to bend the stain while it is stiff, as it may break some fibers. Wet out the stain with the steam gun or water and apply a neutral lubricant. Tamp with the spotting brush or work with the spatula, giving the lubricant and steam plenty of time to dissolve the stain. On some vegetable glues, a drop of acetic or formic acid will help to remove the stain more quickly.

Some of these stains may require digestion to complete the removal.

**Grass:** Remove these stains before drycleaning, if possible. Flush with solvent and apply a wet-dry soap, work with the spotting brush or spatula and dryclean immediately. If the green in the stain is heavy and bright, add a little amyl acetate to the prespotter.

To remove on the wet side, flush with the steam gun or water, apply a neutral lubricant or, preferably, a wet-dry soap. Brush with the spotting brush or work with the spatula, then flush with the steam gun. Repeat several times, if necessary. If this fails to clear up the stain on colored fabrics, apply general formula, working with the brush or spatula, and flush with the steam gun.

White garments may be bleached with sodium perborate or hydrogen peroxide. White cotton and linen may be given a chlorine bleach, if necessary.

**Indelible Pencil:** Place a piece of cheesecloth under the stained area to absorb bleeding dye, and apply a light feather of steam or water spray. Turn cheesecloth frequently so bled dye cannot come in contact with the fabric, and replace it when necessary. When the dye stops bleeding with the application of the steam gun, remove the cheesecloth and work the stain with either neutral lubricant or general formula. Then replace cheesecloth and flush with the steam gun, repeating until no more dye can be removed.

On white or pastel fabric, remaining traces can be bleached with hydrosulphite or hydrogen peroxide. Sometimes the hydrosulphite will appear to remove the stain, only to have it return after flushing. If this happens, hydrogen peroxide should do the job.

For this type of stain it is important to check the pocket before starting, since pencil points often break off. Turn the pocket inside out, even if you must rip a seam, to ascertain if there is a stain which might later bleed from steam from the press or even perspiration from the wearer's body.

**Ink, Writing:** Place absorbent material such as cheesecloth or toweling under the stained area to absorb the ink, and apply a feather of steam. Turn the cheesecloth as required to offer a clean area, continuing until dye ceases to bleed freely. Remove cheesecloth and apply neutral lubricant with formic or acetic acid, or general formula, work with spatula or spotting brush, then replace cheesecloth and proceed as before, repeating until all bleeding stops.

Flush out, substitute fresh cheesecloth, and apply neutral lubricant with ammonia until no more dye is bled. Flush and revert to general formula. Alternate, flushing carefully between, until stain is removed or no more dye is bled.

Any light yellow stain remaining may be rust, which can be removed with rust remover. Traces of ink may be treated with hydrosulphite (test for colorfastness on other than white fabric) followed by a light feather of steam. If this is unsuccessful, test for color safety and apply hydrogen peroxide, then hold area over open



mouth of ammonia bottle to hasten action of the peroxide.

**Ink, Ball-Point:** Flush with drycleaning solvent, apply prespotting soap mixed with volatile paint remover, work with spatula or spotting brush and flush with drycleaning soap. Then dryclean or reclean. To remove on the wet side, wet out with the steam gun and apply a wet-dry soap, work with spatula and spotting brush and flush with steam gun.

**Iodine:** Flush out the area with steam or water to remove excess coloring. Wrap a few crystals of sodium thiosulphate (hypo) in a cheesecloth and after immersing it in a dilute ammonia solution dab the stain with this ammoniated hypo. Continue dabbing until the last traces of the stain have disappeared, then flush out with the steam gun, feather out and dry. To loosen up old, hard-set iodine stains, first flush with the steam gun and apply a neutral lubricant with ammonia. When no more color is moved, follow as above.

**Iron Rust:** Wet the area with the steam gun or water and apply a drop or two of a commercial rust remover. If the stain does not disappear immediately, apply a light feather of steam.

**Lead Pencil Marks:** See "Carbon."

**Lipstick:** Work before drycleaning, if possible. Saturate the area with solvent and apply prespotter with a little acetate. Work with the spatula or tamp with the spotting brush, flush out and dryclean. If the stain comes to the spotter after drycleaning, it may be handled as above, or on the wet side. Saturate the area with steam or water and apply a few drops of a wet-dry soap. Work with spatula or spotting brush, flush out with the steam gun. Treat any remaining traces of color with a few drops of general formula, working with spatula or spotting brush and flushing with steam gun.

**Meat Sauces:** Flush with the steam gun and apply a neutral lubricant with acetic or formic acid, or general formula, and work with the spatula or spotting brush. Flush with the steam gun. Remaining traces on white fabric should be treated with hydrogen peroxide or a hydrosulphite solution.

**Metallic Corrosion:** See "Corrosion, Metallic."

**Mildew:** Flush with the steam gun and apply a neutral lubricant to which ammonia has been added, or a wetcleaning soap. Tamp with the spotting brush or work with the spatula and flush with the steam gun. Where traces remain on white or light-colored fabrics, spray with peroxide, allow a little time for oxidation, then flush out.

Where large areas are affected, brush with a wetcleaning soap, rinse thoroughly, then give a light bleach in a perborate bath. Even colored fabrics may be cleared by permitting them to remain in the bleach for a short period, watching closely for effect on the basic dye. On white linen, cotton or rayon a chlorine bleach may be used effectively.

**Mud:** Let stain dry thoroughly, break up with a rice-root brush, and brush most of it off the surface of the fabric. The remaining spot will generally come out in drycleaning. Any remaining sizing ring may be feathered out with the steam gun. If a light stain remains, treat with general formula.

**Mustard:** Saturate with the steam gun or water and apply neutral lubricant with formic or acetic acid, or a general formula. Work with the spatula or spotting

brush and flush. Repeat procedure until no more color is removed. Then, on white or light-colored fabrics (or colored fabrics that withstand a test for dye-fastness) apply hydrosulphite bleach, sodium perborate or hydrogen peroxide. Chlorine bleach may be applied on white cotton, linen or rayon. This is one of the few stains that can seldom be completely removed.

**Oils, Cooking, Salad and Cod Liver:** Since these stains are oxidized by both age and heat, they should be treated before drycleaning. Flush out with drycleaning soap and apply a good prespotter with volatile paint remover. Work with the spotting brush or spatula, flush out in drycleaning solvent, and run in the drycleaning wheel. For stubborn stains use a mixture of one part pyridine to nine parts oleic acid. Saturate the stain and apply this mixture, work with spotting brush or spatula, and reclean. Some heavily oxidized oil stains cannot be completely removed from some fibers.

**Paint:** Although paint stains may be removed without great difficulty after drycleaning, there are advantages in treating this stain in prespotting. Saturate the stained area with solvent and apply a prespotting soap or other dry lubricant. Cover the stain liberally with standard paint or varnish remover. Work with spatula or brush, flush out and repeat the process as often as necessary. Large areas stained with hard dry paint should be saturated with the paint remover and allowed to soak from an hour to overnight.

**Pencil, Indelible:** See "Indelible Pencil."

**Pencil Marks:** See "Carbon."

**Perfume:** Wet out with the steam gun and apply a neutral lubricant with acetic or formic acid, or general formula. Work with spotting brush or spatula and flush out with the steam gun. On white or light-colored garments, apply a few drops of peroxide or sodium perborate and flush out. If the stain reappears after pressing, the only recourse is to strip and redye the garment to a dark shade.

**Perspiration:** Spray with the steam gun or water and apply a few drops of ammonia, tamp or brush lightly with the spotting brush, then flush out with the steam gun. For stubborn spots, add a little neutral lubricant to the ammonia. If a dark sizing ring appears, particularly on certain gabardines, apply prespotting soap to which a little moisture has been added. Tamp, brush with the spotting brush, then rerun in the cleaning machine.

In cases of a color change of indicator dye due to perspiration, the color can sometimes be restored by application of acetic or formic acid.

**Road Oil:** See "Tar."

**Rubber Glue or Rubber Cement:** See "Glue, Rubber."

**Shoe Polish:** Flush with drycleaning solvent and apply a prespotting soap. Tamp with the spotting brush or work with the spatula, then dryclean. Moderate stains can be handled on the wet side. Saturate with steam or clear water, apply a neutral lubricant with a little ammonia, or a wetcleaning soap or, preferably, a wet-dry soap. Work with spotting brush or spatula and flush out. On white and light-colored garments a few drops of hydrosulphite may be used to clear up traces of the stain.

**Silver Nitrate:** Flush with the steam gun or clear water, add a drop of iodine or put a few crystals on the

spot, and leave this on the stain for 30 seconds to one minute. This converts the silver nitrate into an iodide salt, which is soluble in ammonia and sodium thiosulphate (hypo). After thoroughly flushing out the stain formed by the combination of iodine and silver nitrate, dab the affected area with a small amount (half teaspoonful) of hypo crystals wrapped in cheesecloth which has been saturated in dilute ammonia. Flush, feather out and repeat the process if necessary.

**Soft Drinks:** Flush with the steam gun or clear water and apply a neutral lubricant, possibly adding acetic or formic acid. Work with the spatula or spotting brush and flush with the steam gun. If necessary, follow with a few drops of general formula and again work with the spatula or brush and flush. Last traces of color on white or pastel garments (or on darker garments after testing for colorfastness) may be bleached with hydrogen peroxide or a few drops of hydrosulphite.

**Soot:** See "Carbon."

**Syrup:** See "Candy."

**Tar (Asphalt, Road Oil, Coal Tar, Pitch):** Saturate the area with drycleaning solvent, and apply a liberal amount of prespotter to prevent spread of released coloring material beyond saturated area. Add volatile paint remover plus a few drops of carbon disulphide, work with spatula or spotting brush until coloring matter is thoroughly dissolved, then rerun in the drycleaning washer immediately.

**Tea:** See "Coffee."

**Vomit:** For small areas, saturate with the steam gun and apply neutral lubricant and ammonia, or a wet-cleaning soap, breaking up the solid portions with the spotting brush and reflushing with the steam gun whenever necessary. Then apply a digester, making sure all affected areas are covered.

Garments affected in large areas should preferably be wetcleaned. Where stiff areas remain it will be necessary to digest the garment, by either the spot or bath method. Flush out the digester and dry.

## Spotting Tips

1. KEEP tight corks or covers on all spotting agents. Only solvents safe for use on all fabrics should be kept conveniently at hand.

2. Remember that fabrics are most sensitive when wet. Don't rub a wet fabric with a chamois skin, turkish towel or brush. Use a tamping action. Scratching a wet fabric with the fingernail may cause irreparable damage.

3. After use, spotting brushes should be hung up to dry or left face down so the water drains from the bristles. Soaking in water swells the fibers and splits the wood base.

4. Keep spotting brushes in shape. Uneven bristles cause inaccurate applications of solvents and may hurt the fabric.

5. Gouging with the point of the spatula will lead to damage claims. Use with an easy tamping action.

6. On acetate fabrics always make a colorfastness test on an unexposed portion of the garment to discover whether certain dangerous spotting agents, such as alcohol, may be employed.

7. Use a dropper to apply spotting agents. Frequently, a few drops will do the job; when small

amounts are employed, removal of the agent is simplified.

8. Don't use hot soap solutions on fugitive or weak colors.

9. Before resorting to wetcleaning a garment consider the possibility of handbrushing with dry solvent and soap.

10. When applying a digester to an albuminous stain make certain all the soap, alkali or acid is thoroughly rinsed out.

11. Remove metal trimmings, hooks, eyes, metallic buttons, pins or zippers before bleaching. Use stone, wood or earthenware containers for the bleach bath. Crowding garments in the tub is one of the major causes of uneven bleaching.

12. In employing a steam gun keep the jet moving at all times. If the gun is held perpendicular to the fabric, a hole will result. In removing food stains, flick at the spot, returning to it again and again.

13. Remove all spotting agents from the fabric. If they are dry, like paint removers, flush them out with a dry solvent. If they are wet, like ammonia or dilute acetic acid, flush them out with water. If they are soaps, flush or rinse them out.

14. In drying garments circulation of air is more important than high temperatures.

15. Know when to quit. In cases where it is impossible to remove the stain without danger to the fabric, it is better to leave the spot than ruin the garment.

*Source: Spotting Manual*

## Stains To Be Prespotted

STAINS that are set by the heat encountered in drycleaning and pressing should be recognized readily by markers and spotters. The following stains should always be removed in prespotting:

**Blood:** A stain red to brown in color, both absorbed and built-up, usually found in the front of garments.

**Coca-Cola:** Entirely absorbed, may be very faint before going through the drycleaning process. In some cases it will spread over wide areas of silk and woolen garments.

**Cod Liver Oil:** Yellow in color, absorbed, often long and narrow following the filler threads. When oxidized will have a slight rancid odor.

**Coffee:** Color will vary from light brown to dark brown depending on the amount of cream in the coffee; entirely absorbed. Stain will tend to spread in wide splotches with irregular edges.

**Perfume:** May be identified by odor and location on front of garments. In pronounced cases may leave a round or circular stain, light in center with the dissolved dyestuffs pushed out to the circumference in a dark, heavy ring.

**Pigment Dyes:** A common stain on the seat and shoulder of a garment, usually picked up from leather upholstery.

**Road Oil, Tar, Asphalt:** Black, built-up stain with a rough, uneven surface and irregular edges. If fresh, has a distinctive odor.

**Syrup:** Sticky when wet, often identifiable by odor.

**Tea:** Similar to coffee, but more tenacious.

## Burning Tests for Fibers

### Synthetic Fibers

Acetate:	Melts before burning Ash—hard black ball Odor—pungent, burning rubber
Aralac:	Sizzles Ash—black bead, readily pulverized Odor—burning hair
Dacron:	Burns in short jumps, melts Ash—very hard, cream colored
Dynel:	Does not burn, melts quickly; edge shrinks back when flame is held close Ash—hard, black
Fiberglas:	Does not burn, melts rapidly in flame Ash—hard bead glows in flame
Nylon:	Does not burn, melts in flame Ash—light amber color bead, hard to break Odor—sealing wax
Orlon:	Melts and burns Ash—hard black bead, sticky while warm
Rayon:	Burns very rapidly, bright yellow flame Ash—very little, gray, floats off Odor—burning wood or paper
Vinyon:	Melts before burning Ash—brittle bead Odor—sharp, disagreeable
Vinyon N:	Does not burn but shrinks, hardens and becomes brittle

### Natural Fibers

Cotton:	Burns quickly, yellow flame, smolders Ash—gray, fluffy, floats off Odor—burning wood or paper
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Linen:	Burns rapidly but less rapidly than cot- ton, smolders longer Ash—gray, very light and fluffy Odor—burning wood or paper
Silk:	Small flame, sizzles, burns more rap- idly than wool, does not smolder Ash—shiny black beads, readily pulver- ized Odor—burning feathers
Silk, weighted:	Burns slowly in flame, not after flame is removed Ash—skeleton of weighting glows Odor—burning feathers
Wool:	Burns slowly, sputters Ash—black, gritty, pulverizes easily Odor—burning hair

## Finishing Hints

### Maximum Temperatures for Various Fabrics

Fabric	Temperature
Rayon	280 to 300° F.
Acetate	280 to 300° F.
Nylon	280 to 300° F.
Orlon	280 to 300° F.
Dacron	280 to 300° F.
Dynel	under 250° F.
Silk	320 to 340° F.
Wool	350 to 370° F.
Cotton	400 to 420° F.
Linen	450 to 500° F.

### Steam-Line Sizes

Number of Presses	Size Steam Line
1-2	1/2 inch
3-4	3/4 inch
5-6	1 inch
6-10	1 1/4 inches
10-14	1 1/2 inches
14-25	2 inches

## THE LAUNDRY DEPARTMENT

### Laundry Washer Capacities

KNOWING the maximum pounds of dry weight of soiled linens per foot or per inch of length, it is possible to obtain an approximate washer load limit. For instance, a metal wheel 36 inches in diameter and 54 inches long will take 3.05 pounds per inch of length:  $3.05 \times 54 = 164.7$  pounds, maximum load for 36-inch washer.

#### Dry Clothes

1. Occupy approximately 0.243 cubic feet per pound.
2. Weigh approximately 4.11 pounds per cubic foot.
3. Displace approximately 0.0125 cubic feet of water per pound.

4. Weigh approximately 0.033 pounds per square foot (single).
5. Absorb approximately 0.3 gallons of water per dry pound.
6. The correct load for a washer is approximately 5

Maximum Pounds Dry Per Inch and Per Foot of Length

Diameter of Wheel	Per Inch		Per Foot	
	Metal	Wood	Metal	Wood
30"	2.00 lbs.	1.68 lbs.	24.0 lbs.	20.0 lbs.
36"	3.05	2.36	36.6	28.3
42"	4.17	3.40	50.0	40.8
44"	4.58	3.75	55.0	45.0
54"	6.88	4.80	82.7	57.6

Source: A.I.L.

pounds per cubic foot. For rough purposes, a washer will therefore be correctly loaded when it is about 80 percent full of dry load (not packed down hard).

#### Wet Clothes

1. Occupy approximately 0.11 cubic feet per pound of dry clothes.
2. Weigh approximately 3.48 pounds per pound of dry clothes.
3. Weigh approximately 31.8 pounds per cubic foot.
4. Occupy approximately 0.0314 cubic feet per pound.
5. Contain approximately 9.12 pounds of dry clothes per cubic foot.
6. The correct load for a washer is approximately 5 pounds per cubic foot. For rough purposes, a washer will therefore be correctly loaded when it is about 55 percent full of the wet load (with the washer drained).

Source: AIL

## Test for Wetcleaning Department

### Test for Water Hardness:

To perform, standard soap test solution can be obtained from water-softening supply house.

Add 3 drops of solution to 40 cc. of the water to be tested. Shake well. If water is soft, lasting suds will be formed. (About 5 minutes is considered "lasting.") If not, add another 5 drops of soap solution; shake again. If lasting suds now form, approximately 1-grain hardness is indicated. An additional grain of hardness is indicated by every additional 5 drops needed to form lasting suds. When 38 drops are needed to form lasting suds, hardness of approximately 7 grains is indicated.

Note: If both magnesium and calcium hardness are present in water, calcium is precipitated first and suds may be formed; however, the magnesium will then begin to act on the soap, breaking the suds down again.

## Laundry Washer Revolutions Per Minute

Washer speeds should be from 220 to 330 feet per minute dependent on height of ribs, as table shows. As rib height increases, fewer revolutions per minute are required to carry load to point of drop

Diameter of Wheel	Height of Ribs						
	2"	3"	4"	5"	6"	7"	8"
24"	37	34	30	27	24	22	20
28"	37	33	30	27	24	22	20
32"	37	33	30	27	24	22	20
36"	37	33	30	27	24	22	20
42"	36	32	29	26	24	22	20

Source: AIL

## Laundry Extractor Speeds and Centrifugal Force

Extractor revolutions per minute and pounds of centrifugal force decrease with increasing capacities. Heavier loads require longer extraction periods; periods required vary with atmospheric conditions and class of work handled. Wet wash should run about 10 to 12 minutes in 30-inch extractor, 15 minutes in 48-inch extractor

Type	Size basket diameter	Basket Speed		Centrifugal Force	
		Regular r.p.m.	High r.p.m.	lbs. exerted on each lb. of water	
Open top	40"	850	....	410#	....
	48"	750	....	384	....
	60"	550	....	258	....
	72"	450	....	207	....
Solid curb	20"	1500	2000	640	1132#
	24"	1300	1700	580	980
	26"	1200	1600	532	966
	28"	1100	1500	480	896
	30"	1000	1320	426	742

Source: AIL

# THE FUR DEPARTMENT

## Fur Conditioning

### Precleaning

All coats accepted for fur cleaning should be closely inspected for rips, tears, and fragile or worn pelts. Any torn or worn seams should be repaired at this point of the operation. Take out any loose linings to prevent the cleaning compound from working under them. Moth damage, shedding or cracked hairs, and fugitive dyes (such as are sometimes found on blue and platinum fox) must be reckoned with during this first operation.

After inspection, each coat should be beaten and shaken to remove loose dust and hair, moths and larvae, as well as to fluff up the matted hair. This operation economizes on the cleaning compound because there is less loose dirt left in the coat for it to absorb, and also cuts down drumming time. Beating may be quickly accomplished in a vibrating chamber.

Sponge the lining of the garment with a cleaning

solvent. This solvent must have properties that remove dirt, grease and most ordinary spots. Pour one pint into a shallow pan, then apply to the lining and rub vigorously with a sponge or brush. Where you have a concentration of dirt, wet down generously with solvent and then use a brush to work this dirt loose. About 3 or 4 percent of all linings are badly soiled and will have to be removed and drycleaned.

### Drumming and Caging

Put 1 to 5 pounds of absorbent into the drum for each coat to be cleaned. Also add 1 pint of cleaning solvent and 1½ pint of water-base cleaning fluid for each coat. Absorbent materials and cleaning fluids should be completely mixed before placing coats in drum. Place coats in drum and revolve for approximately one-half hour. This time may vary, depending on the coat's fragility.

After drumming, garments are placed in the cage and tumbled an average of 45 minutes. Next, the



garments are placed in the suction chamber of the vibrating table to remove any excess absorbent material. Each garment is then placed on a work table and both the lining and fur are blown with compressed air. If cleaning material has worked under the lining, open the seams and blow it out, but to avoid excess labor keep seam ripping to a minimum. Use a mechanical beater in conjunction with compressed air to remove lint from curly fur such as Persian lamb.

### Glazing

Fur glazing is to fur cleaning what pressing is to drycleaning. A fur garment may be cleaned thoroughly, yet will not look well until it has been glazed. Glazing may be accomplished either through the use of solutions or through mechanical means. Solutions used include potassium permanganate, Chinese elm bark soakings, alcohol, plain water, etc.

In recent years steam irons, steam guns and rotary irons have become popular for this purpose, and usually do an excellent job with minimum labor. The method used, of course, must be suited to the particular fur being glazed. The steam-iron method is limited to certain types, such as muskrat, mink and coney. Beaver or mouton types and curly furs should not be steamed. The rotary iron is a grooved, revolving, heated iron which, when properly applied to fur, will straighten out the hair and produce a high sheen and silkiness.

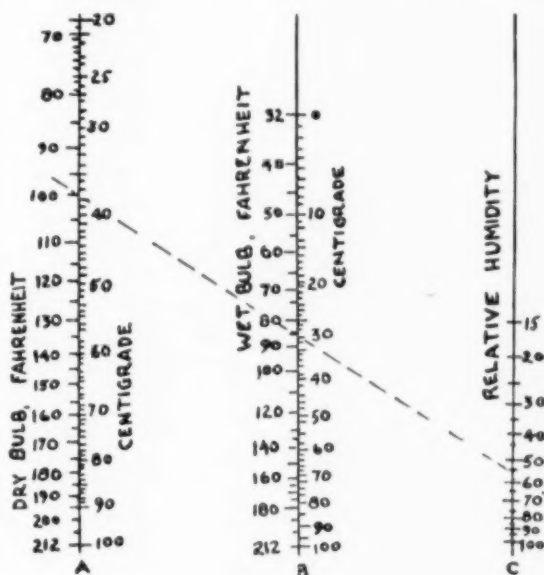
### Effects of Excess Humidity

When there is a relative humidity of 65 percent or more in a storage vault, every article in the vault is in danger of being ruined by mildew. Mildew will grow in furs, rugs, and all cloth garments. Humidity of 52-53 percent is plenty for most situations.

It is not generally known that excessive humidity, even if it is not sufficient to cause mildew to grow, can spoil the fit of a fur coat. When humidity reaches a certain maximum, skins become soft and pliable and subject to stretching at the shoulders.

## Gauging Relative Humidity

THE accompanying chart makes it possible to gauge relative humidity quickly. Run a straight line through the dry bulb temperature, column A, and the wet bulb temperature, column B. The relative humidity is given at the intersection with column C. Thus, if the dry



bulb temperature is 100° F and the wet bulb temperature 85° F, the dotted line drawn across the chart shows that the relative humidity, column C, is 54 percent.

The chart is based on a formula developed by the U. S. Bureau of Standards.

## Fur Cleaning Classification

Fur	Drumming Time	Caging Time	Fur	Drumming Time	Caging Time
WATER RODENTS			THE WEASEL FAMILY		
Beaver	1 hour	1 hour	Mink	30 to 40 minutes	30 to 40 minutes
Nutria	1 hour	1 hour	Kolinsky	30 to 40 minutes	30 to 40 minutes
Muskrat	30 to 40 minutes	15 to 20 minutes	Fitch	30 to 40 minutes	30 to 40 minutes
LAND RODENTS			Fisher	30 to 40 minutes	30 to 40 minutes
Rabbit			Weasel	30 to 40 minutes	30 to 40 minutes
Marmot	30 to 45 minutes	30 to 45 minutes	Otter	45 minutes	30 minutes
			Skunk	45 minutes	30 minutes
THE CAT FAMILY			CURLY FURS		
Leopard			Lamb		
Ocelot			Persian Lamb	20 to 30 minutes	5 to 10 minutes
Leopard Cat	30 to 40 minutes	25 to 30 minutes			
Lynx			HOOFED ANIMALS		
Civet Cat			Pony	35 to 45 minutes	35 to 45 minutes
THE DOG FAMILY			Kidskin	20 to 30 minutes	10 minutes
Fox			FUR SEAL		
Wolf	45 to 60 minutes	These furs usually used for scarfs. To prevent breakage of buckles and eyes, do not cage	Black		
Coyote	(bagged)		Brown	35 to 45 minutes	35 to 45 minutes
Chinese Dog					
THE BEAR FAMILY			DELICATE FURS		
Raccoon	1 hour	1 hour	Chinchilla		Shake out by hand or with a suction work table
Bear			Mole	Hand-clean	
			Squirrel		
POUCHED ANIMALS			Baranduki		
American Opossum	45 minutes	45 minutes			
Australian Opossum					

Source—Walter Hamel Co.

## Glazing Chart

Fur	Rotary Iron	Steam Iron
Beaver	*	***
Civet Cat	*****	*
Ermine	***	*
Fitch	*****	*
Fox	***	*
Guanaco	*	***
Lamb, Persian, and others	***	***
Leopard	*****	***
Mink	*****	*
Mink, Jap	*	*
Mink, Side	*	*
Mouton Lamb	*****	***
Muskra	*	*
Nutria	*****	***
Ocelot	*	***
Opussum, American	*	*
Opussum, Australian	*****	***
Otter, Plucked	*****	***
Persian Paw Lamb	***	***
Rabbit	*	*
Raccoon	*	*
Raccoon, Sheared	*****	***
Seal, Fur	*	***
Seal, Hair	*****	***
Skunk	*	*
Squirrel	*****	*
Wolf	*	*
Wolverine	*	*

Source—Walter Haertel Co.

## Fur Storage Definitions

**HUMIDITY** control is increasingly recognized as one of the most important factors in the successful operation of the fur and woolen garment storage business. Besides moth damage, mold as a damaging element is becoming more important with the growth of the apartment-dwelling population. It calls for accurate and careful humidity control.

If fur garments are kept in an absolutely bone-dry atmosphere they lose some of their natural oils and pliability. They then become vulnerable to breakage and to loss of hair from the pelts. If too much humidity is present, mold damage may completely ruin a garment.

Hence, the subjects of relative humidity, humidity measurements, humidity control, hygroscopic moisture, refrigeration and other phases of scientific storage engineering are important. It is believed that this set of definitions will make a useful contribution to the vocabulary of the industry.

**Dew Point:** The temperature at which moisture in air will condense if cooled at constant barometric pressure. Air has a capacity to hold moisture which increases with the air temperature and decreases as the air temperature is lowered. If air is cooled to the point where relative humidity reaches 100 percent, the moisture will be given up in the form of condensation. At that temperature, the air has reached dew point.

*Example:* Air at 70° dry bulb and 65° wet bulb (see below) has a dew point of 62.5° F. If the air is passed over a cooling coil which has its surface maintained at a temperature of below 62.5°, the moisture in the air will be given up as a condensation on the coil (the process of dehumidification or latent cooling).

**Relative Humidity:** The percentage of the maximum amount of water vapor or moisture which can be absorbed by air at a given temperature. It is determined by a wet bulb depression or can be measured by a direct reading hygrometer. A hygrometer usually employs hair or other material which is sensitive to humidity changes.

**Wet Bulb Temperature:** Air temperature measured by a thermometer equipped with a wick (on the bulb) which is saturated with water. When air is passed over the bulb, the thermometer will drop below the dry bulb temperature of the air because of the evaporative cooling effect. The wet bulb reading is taken when the wet bulb thermometer reaches its lowest point. The number of degrees it falls below dry bulb temperature is called "wet bulb depression," which is a measure of relative humidity.

Wet bulb temperature provides a means of determining the latent cooling load or latent cooling effect when used in conjunction with a psychrometric chart. The instrument ordinarily used to take wet bulb reading is a psychrometer.

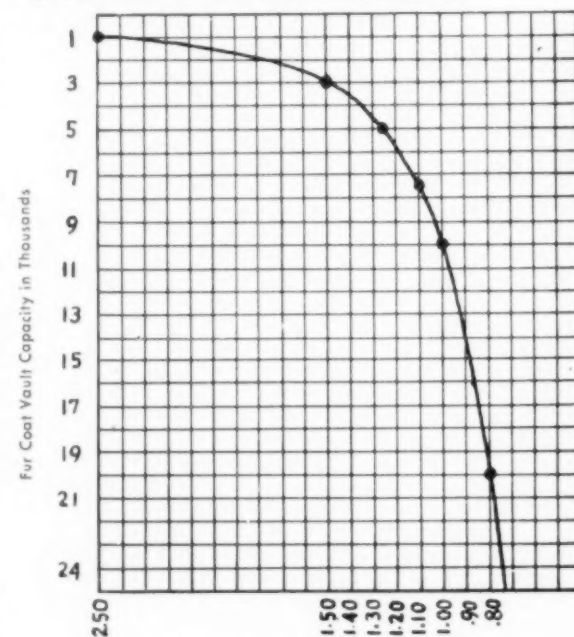
*Example:* Air at 70° dry bulb and 60° wet bulb has 56 percent relative humidity and contains 26.5 B.t.u. per pound. At 70° dry bulb and 65° wet bulb, the relative humidity is 77 percent, and total heat contained is 30 B.t.u. per pound.

**Refrigeration:** May be defined as the process of cooling or removing heat. It is the process by which the temperature of a given space or substance is lowered below that of the atmosphere or surrounding materials. This is accomplished by transferring the heat contained in one substance to another.

**Temperature:** Heat can be measured and the degree of intensity of heat is termed temperature. The unit of temperature most used in the refrigerating industry is the degree Fahrenheit. The degree Fahrenheit is 1/180 of the difference between the temperature of melting ice and that of water boiling under standard atmospheric pressure.

**Hygroscopy:** Hygroscopic materials are those that readily absorb and retain moisture. They are generally

## Approximate Cost of Vault Equipment



Cost Per Coat—Storage Vault Equipment

Source—Reliable Fur Storage Equipment Co.,  
Division of Reliable Machine Works, Inc.

of vegetable or animal origin. Furs are hygroscopic.

The temperature and relative humidity of air affect the hygroscopic moisture content of these materials and in turn their weight, strength, appearance, quality and ease of working. The control of hygroscopic moisture may be required during storage to permit easy processing and to fit the weight at the time.

**Moisture Content:** The sum of free moisture resulting from hygroscopic moisture absorbed from the atmosphere. It is usually expressed as the percentage of the total weight of garments.

## Capacities of Fumigation Cabinets

Inside Area (cubic feet)	Capacity (number fur coats)
141	40
219	70
297	100
375	130
453	160
531	190
639	220
717	250

## THE ENGINEERING DEPARTMENT

### Boiler Efficiency

THE OPERATOR of the average small plant doesn't have the time or money nor does he even need the skill to run a series of elaborate tests and go through cumbersome tables to check on his boiler efficiency. In fact, using what the engineer calls nomographs or alignment charts\* is even more accurate and requires much less involved calculations.

Here are the steps you take:

1. Find dry flue-gas loss for the particular fuel you're using (Figs. 1-5).
2. Get the hydrogen loss either on the weight basis (Fig. 6) or volume (Fig. 7). Hydrogen ranges for the various fuels are given in the table below.

### Hydrogen Ranges

(Range of hydrogen percent, pounds of air, and CO<sub>2</sub> percent for zero excess air for typical solid and liquid fuels)

Fuel	Range of per- cent hydrogen	Range of lb. of atmos- pheric air at zero excess air per 10,000 B.t.u.	Range of CO <sub>2</sub> percent at zero excess air
Anthracite	1.8-2.9	7.81-7.93	19.3-20.0
Semianthracite	3.2-3.4	7.68-7.82	19.1-19.2
Low-volatile bituminous	3.9-4.5	7.62-7.73	18.5-18.8
Medium-volatile bituminous	4.7	7.77	18.5
High-volatile bituminous A.	4.6-5.9	7.51-7.73	17.7-18.7
High-volatile bituminous B.	4.2-5.0	7.56-7.73	18.0-18.7
High-volatile bituminous C.	4.0-4.6	7.54-7.67	18.0-18.7
Subbituminous	3.8	7.56-7.57	19.1-19.2
Lignite	2.8-3.1	7.47-7.52	19.2-19.5
Coke	0.5-3.2	7.63-8.13	19.3-20.7
Softwoods	5.8-7.02	7.05-7.22	18.7-20.4
Hardwoods	6.02-6.93	7.09-7.28	19.5-20.5
Bagasse	5.89-6.56	6.25-6.99	19.4-21.0
60° API, gasoline	14.8	7.46	14.87
45° API, kerosene	14.0	7.42	15.12
30° API, gas oil	12.8	7.45	15.48
15° API, fuel oil	11.5	7.58	15.90

Source—Combustion Engineering

3. Find moisture in fuel loss (Fig. 8).
4. Find moisture in air loss (Fig. 9).
5. Find unconsumed carbon in flue gas loss (CO) (Fig. 10).

\* Source—Fuels and Combustion Handbook, Johnson and Auth, McGraw-Hill Book Co.

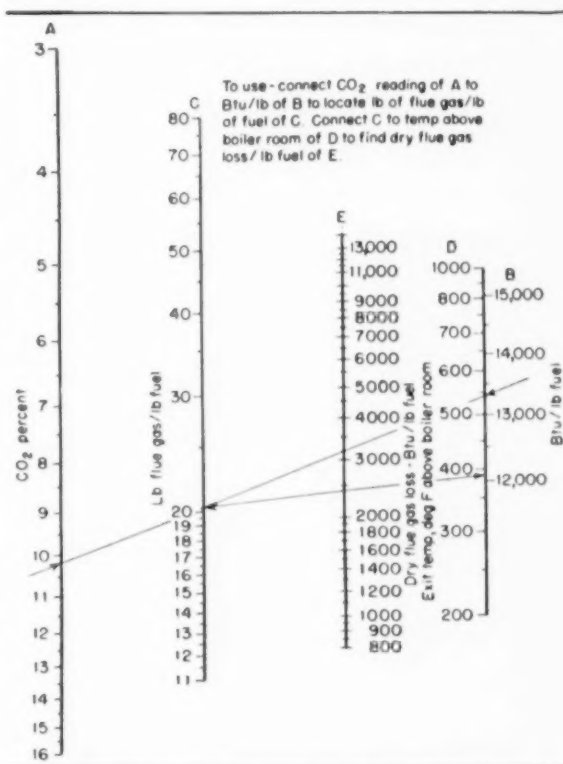


FIG. 1. Dry flue-gas loss—anthracite

6. Find unconsumed carbon in refuse loss (ash loss) (Fig. 11).

7. Radiation loss is somewhat difficult to set for small boilers so use 3% at full load; 4.5% at half; 6% at quarter load.

Add steps 1-7 (they are in B.t.u.); subtract from the B.t.u. output per unit of fuel. (For oil it's about 19,000 B.t.u. per lb. (Fig. 3). The subtracted number divided by the full B.t.u. output per unit of fuel gives the boiler efficiency.

On the sample figures shown (Figs. 1-5), let's pick fuel oil, Fig. 3. Here we start with a CO<sub>2</sub> reading of 12.25%, scale A, and the fuel oil dealer tells us our oil has 19,000 B.t.u. per lb., scale B. Draw a line between

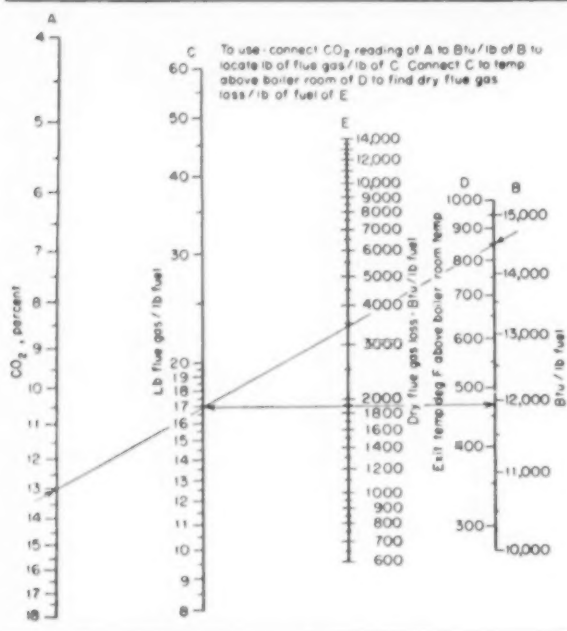


FIG. 2. Dry flue-gas loss—bituminous coal

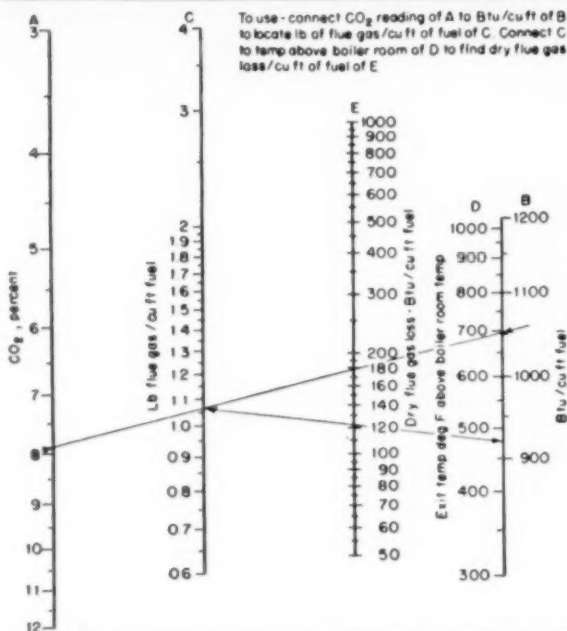


FIG. 4. Dry flue-gas loss—natural gas

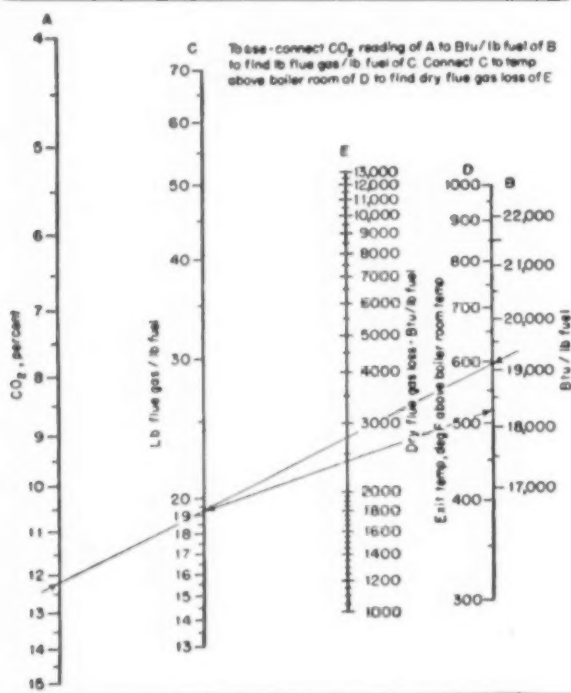


FIG. 3. Dry flue-gas—fuel oil

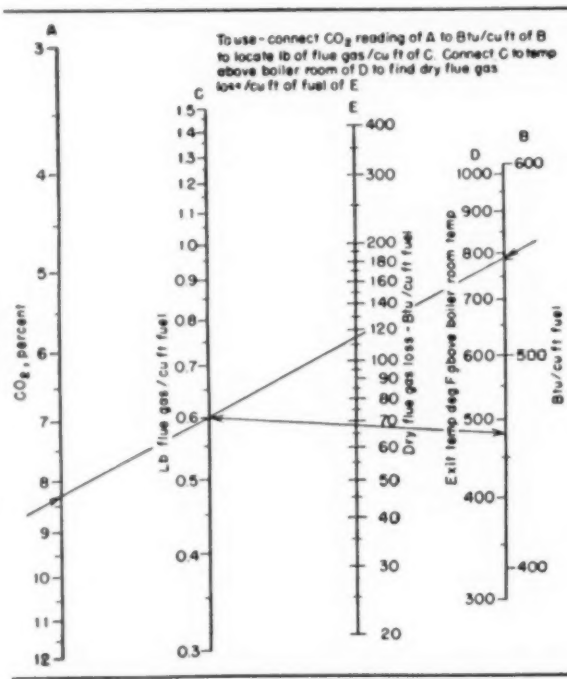


FIG. 5. Dry flue-gas loss—oil gas (Pacific Coast)

the two points. Where it crosses scale C we have the lb. of flue gas developed for every lb. of oil we burn. We look at the temperature of the flue gas leaving the boiler, subtract room temperature to get scale D, exit temperature of flue gas. We connect the two points, stack temperature scale D, and lbs. of flue gas per lb. of fuel, scale C. Where this line crosses scale E we have the B.t.u. loss, Step 1 of our efficiency check.

For Step 2 we take our stack temperature 600, scale D, Fig. 3, and start with it on scale A, Fig. 6. Go from there to scale B for the fuel oil we're using and go right through that point to scale C. Pick off this reading and we're ready for Step 3.

In Fig. 8 you would start again with stack temperature, 600, scale A, and go over to the moisture you knew was in the oil. But with No. 1 and 2 fuel oil this mois-



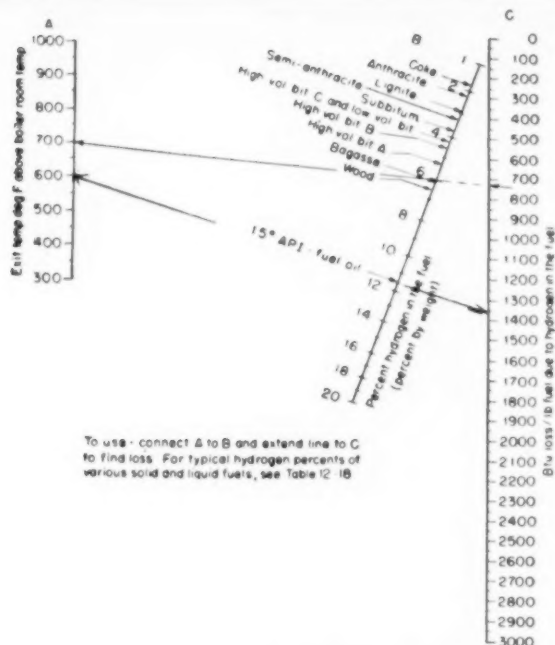


FIG. 6. Heat loss due to hydrogen in the fuel

ture content is negligible so your losses here are zero.

For Step 4, moisture in air loss, you'd have to have a wet bulb and a dry bulb reading. Your local weather bureau could tell you that at the time you ran a test and it would be perfectly all right if you pulled your air for combustion from outside. If not, you should have a reading taken and use Fig. 9A. With this figure move

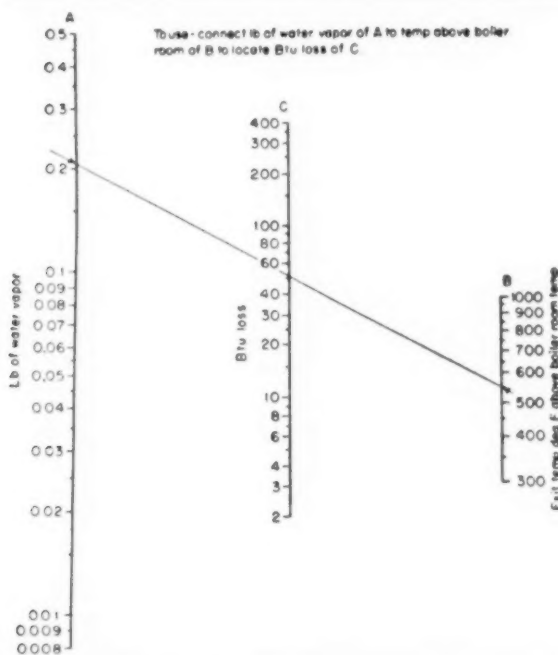


FIG. 9. Heat loss due to heating water vapor

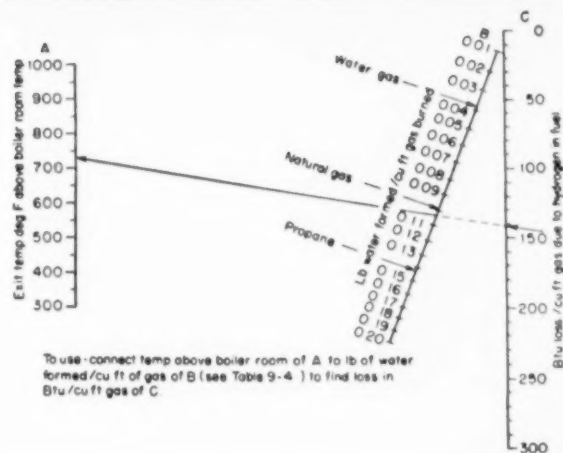


FIG. 7. Heat loss due to hydrogen in gas (volume basis)

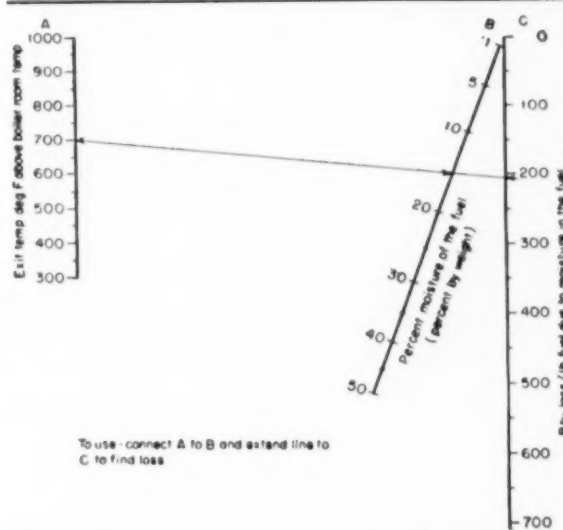


FIG. 8. Heat loss due to moisture in the fuel

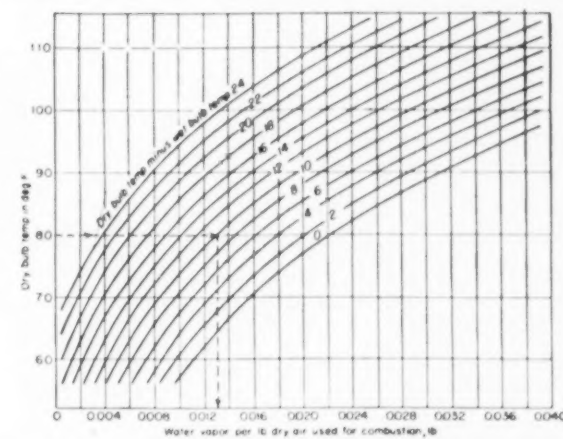


FIG. 9A. Water vapor per pound of dry air used for combustion (pounds)

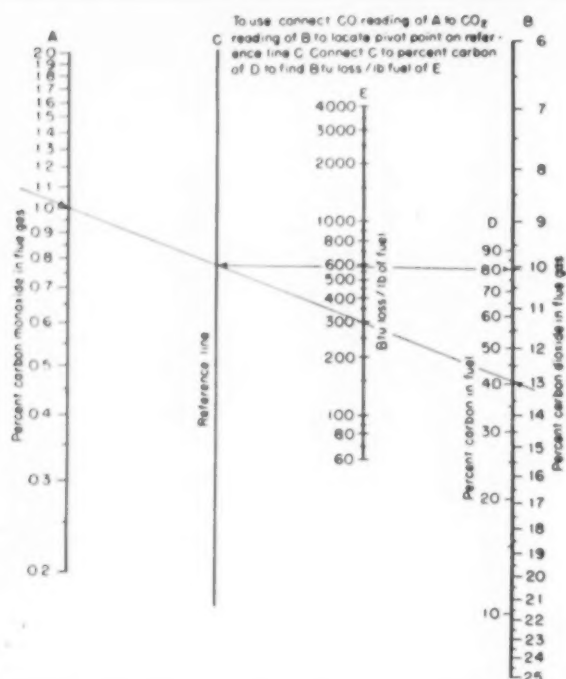


FIG. 10. Loss due to incomplete combustion of carbon as carbon monoxide in stack

over to Fig. 9, scale A. Cross over from there to stack temperature and where you moved across scale C you'll find the loss for Step 4.

In Fig. 10 start out on scale B with the CO<sub>2</sub> reading you had, Fig. 3. With good mixture your CO<sub>2</sub> scale A, should be practically zero. For fuel oil, unless you're in bad trouble, that's what you'll have and you can pretty nearly always skip Step 5. We show it for use with other

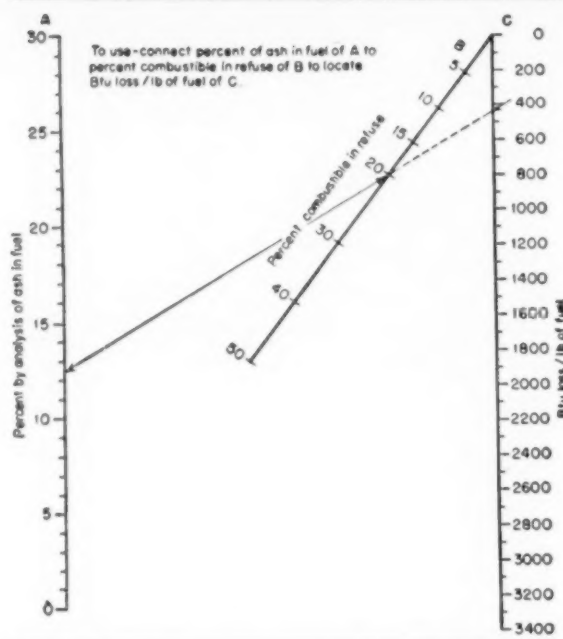


FIG. 11. Loss due to unconsumed carbon in the refuse

fuels or for cases where you run into real trouble.

Similarly, for Step 6 the amount of fuel loss in refuse with No. 1 or 2 oils is too small to measure. But the chart (Fig. 11) is used for coal particularly. Get from your coal dealer the figure for scale A. You'd have to send a sample of your ashes to a laboratory to get scale C. Then you'd connect the two points as in the other charts and where you cross the scale B you'd pick off your loss from this cause.

For Step 7 you would use the figures suggested for the load you're carrying on the boiler.

## Boiler Heat Balances

(For good, fair and poor operating conditions)

	Coal			Fuel Oil			Natural Gas			
	Good	Fair	Poor	Good	Fair	Poor	Good	Fair	Poor	
Heat loss in unburned coal	0.4	1.5	5.0	0.2	0.6	6.0	0.2	0.6	5.0	Controllable Losses
Heat lost in unburned gas (CO, etc.)	0.2	0.4	5.0	0.2	0.6	6.0	0.2	0.6	5.0	
Sensible heat lost in products of combustion	4.8	6.8	10.8	4.8	6.8	10.8	4.8	6.8	10.8	
Heat lost in excess air	0.9	1.9	10.3	0.7	1.9	10.3	0.7	1.9	10.3	Fixed Losses
Latent heat lost in water vapor products of combustion	2.7	2.9	3.0	5.5	5.5	5.5	9.1	9.1	9.1	
Radiation and unaccounted for heat losses (by difference)	1.2	2.5	4.0	1.2	2.5	4.0	1.2	2.5	4.0	
Heat used in generating steam	89.8	84.0	61.9	87.6	82.7	63.4	84.0	79.1	60.8	Steam
Based on flue gas temperature, °F.	300	400	600	300	400	600	300	400	600	
Based on excess air, percent	20	30	100	15	30	100	15	30	100	

Source: Baily Meter Co.

A boiler that is 84 percent efficient employs 84 percent of the B.t.u. in the fuel for the generation of steam. The accompanying table quotes the percentages of B.t.u. dissipated in various ways of coal-, oil- and gas-fired boilers under good, fair and poor operating efficiencies. These percentages are grouped under controllable losses, fixed losses and those used in generation of steam.

A good installation using coal has an efficiency of

89.8 percent while with a poor installation the efficiency falls to 61.9 percent. Controllable losses are 31.1 percent for the poor coal-fired installation and only 6.3 percent for the good installation.

Not all controllable losses may be eliminated; to reduce some of them greatly may increase others. For instance, if the loss due to excess air is reduced too much, the saving effected will be offset by the increasing losses from unburned gases or smoke.

# **EFFICIENCY TABLE** **BASED ON EVAPORATION FROM AND AT 212° F.**

B.T.U. PER LB. COAL	50% EFF.	55% EFF.	60% EFF.	65% EFF.	70% EFF.	72% EFF.	74% EFF.	76% EFF.	78% EFF.	80% EFF.
	EVAPORATION PER POUND OF COAL	POUNDS COAL PER H.P. HOUR	EVAPORATION PER POUND OF COAL	POUNDS COAL PER H.P. HOUR	EVAPORATION PER POUND OF COAL	POUNDS COAL PER H.P. HOUR	EVAPORATION PER POUND OF COAL	POUNDS COAL PER H.P. HOUR	EVAPORATION PER POUND OF COAL	POUNDS COAL PER H.P. HOUR
7000	3.61	9.56	3.97	8.70	4.33	7.97	4.69	7.36	5.05	6.83
7500	3.86	8.92	4.25	8.12	4.64	7.44	5.02	6.86	5.41	6.38
8000	4.12	8.36	4.53	7.60	4.95	6.97	5.36	6.44	5.77	5.98
8500	4.37	7.87	4.82	7.16	5.26	6.56	5.69	6.04	6.13	5.63
9000	4.63	7.43	5.10	6.76	5.57	6.20	6.03	5.72	6.49	5.32
9500	4.89	7.05	5.38	6.41	5.88	5.87	6.36	5.42	6.85	5.03
10000	5.15	6.69	5.67	6.09	6.18	5.58	6.69	5.15	7.21	4.78
10500	5.41	6.37	5.95	5.79	6.49	5.31	7.03	4.91	7.57	4.56
11000	5.67	6.08	6.23	5.53	6.80	5.07	7.36	4.68	7.93	4.35
11500	5.93	5.82	6.52	5.29	7.11	4.85	7.70	4.48	8.24	4.16
12000	6.19	5.57	6.80	5.07	7.42	4.63	8.04	4.29	8.66	3.99
12500	6.45	5.35	7.08	4.87	7.73	4.46	8.37	4.12	9.02	3.83
13000	6.71	5.15	7.37	4.68	8.04	4.29	8.71	3.96	9.38	3.68
13500	6.97	4.95	7.65	4.51	8.34	4.13	9.04	3.81	9.73	3.54
14000	7.23	4.78	7.94	4.35	8.66	3.98	9.38	3.68	10.10	3.42
14500	7.45	4.61	8.22	4.20	8.97	3.84	9.72	3.55	10.46	3.20

*Source—Detroit Stoker Co.*

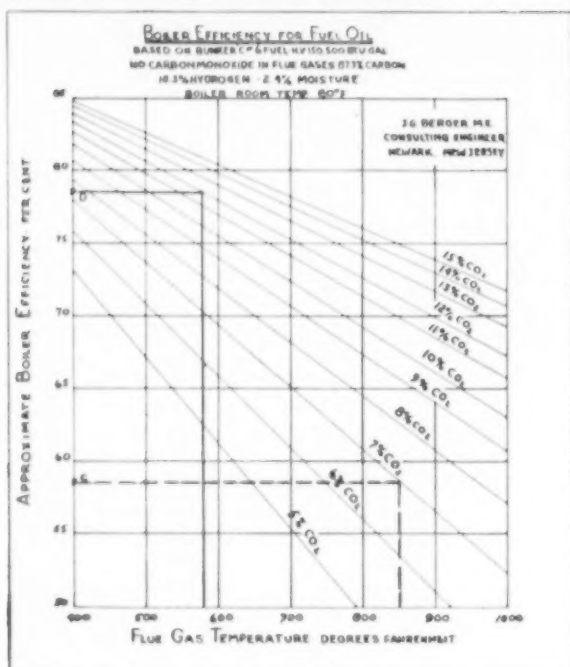
Trace left from B.t.u. value of coal to column denoting boiler efficiency. Point of intersection gives number of pounds of water evaporated for each pound of coal fed into furnace and number of pounds burned per horsepower. Plant taking 200 hp. per hour and burning coal of 14,000 B.t.u. per pound at 70 percent efficiency will require (from chart) 3.42 pounds of coal per horsepower per hour or total of 684 pounds per hour

## **Proportions Between Feed Pipes and Main Line**

(Number of smaller pipes to equal cross-sectional area of one larger pipe)

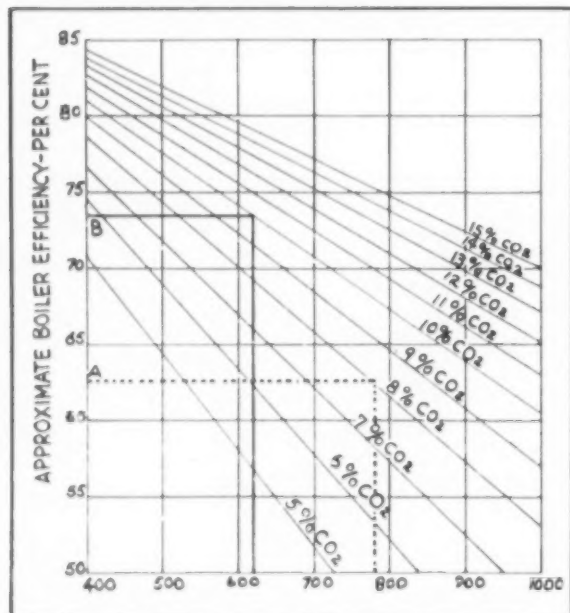
Main Line SIZES	3/8	1/2	3/4	1	1 1/4	1 1/2	2	2 1/2	3	3 1/2	4	4 1/2	5	6
3/8	1													
1/2	1.6	1												
3/4	2.8	1.8	1											
1	4.5	2.8	1.6	1										
1 1/4	7.8	4.9	2.8	1.7	1									
1 1/2	10.6	6.7	3.8	2.4	1.4	1								
2	17.6	11.0	6.3	3.9	2.2	1.6	1							
2 1/2	25	15.7	9.0	5.5	3.2	2.4	1.4	1						
3	39	24.3	13.9	8.6	4.9	3.6	2.2	1.5	1					
3 1/2	52	32	18.5	11.4	6.6	4.8	2.9	2.1	1.3	1				
4	67	42	24	14.7	8.5	6.3	3.8	2.7	1.7	1.3	1			
4 1/2	83	52	30	18.5	10.7	7.8	4.8	3.3	2.2	1.6	1.3	1		
5	105	66	38	23	13.4	9.8	6.0	4.2	2.7	2.0	1.6	1.3	1	
6	151	95	54	33	19	14.2	8.6	6.0	3.9	2.9	2.3	1.8	1.4	1

## Boiler Efficiency Chart for Fuel Oil



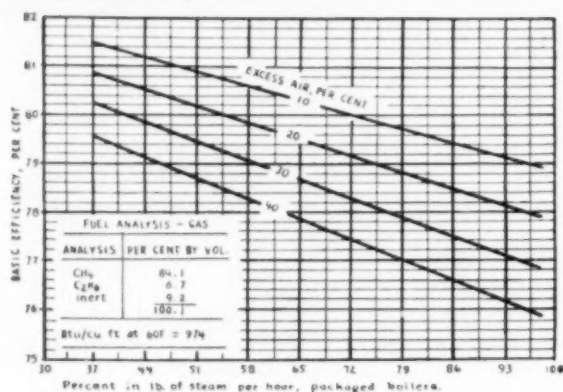
Flue gas temperature and CO<sub>2</sub> content known, find flue gas temperature on lower scale and follow up to diagonal line designating CO<sub>2</sub> percentage; point of intersection at left gives approximate boiler efficiency. Dotted line "C" illustrates that boiler with flue temperature of 850 degrees and 7 percent CO<sub>2</sub> content will have efficiency of approximately 58.5 percent. Lowering temperature to 580 degrees and increasing CO<sub>2</sub> to 12 percent would bring boiler efficiency up to 78.5 percent as shown by solid line "D"

## Boiler Efficiency Chart for Soft Coal



Based on flue gas temperature and CO<sub>2</sub> content, the chart provides an approximate efficiency rating for coal-fired boilers. To compute the efficiency of an installation with a flue temperature of 620 degrees and CO<sub>2</sub> content of 10 percent, trace up from the 620 point at the bottom of chart to the diagonal line representing 10 percent; intersection gives approximate boiler efficiency rating of 73.5 percent

## Boiler Efficiency Chart for Gas



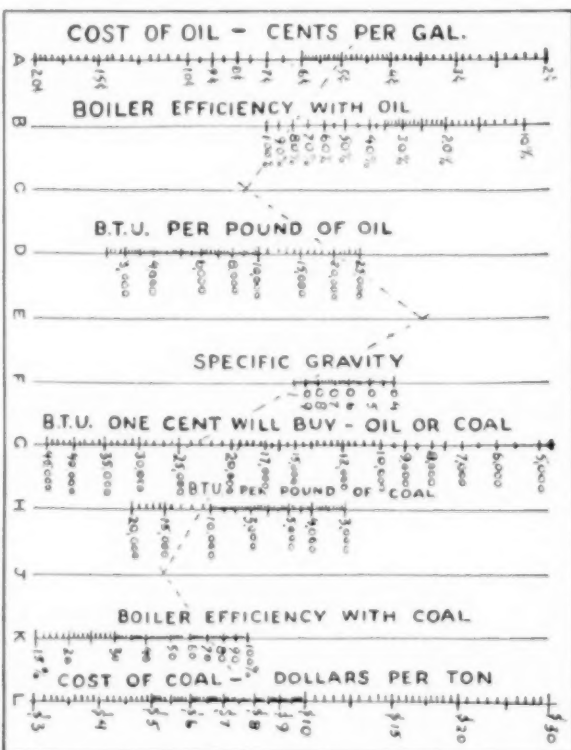
## Coal and Oil Costs Compared

The accompanying chart was developed to assist in checking the cost of coal and oil per B.t.u.

To use the chart zigzag through the cost of oil per gallon, column A; boiler efficiency with oil, column B; B.t.u. per pound of oil, column D, and the specific gravity, column F. The intersection with column G then gives the number of B.t.u. in the oil purchased for one cent.

Then zigzag from the bottom through the cost of coal, dollars per ton, column I; boiler efficiency with coal, column K, and B.t.u. per pound of coal, column H. The intersection with column G now gives the number of the B.t.u. in the coal that can be purchased for one cent, permitting a comparison with oil.

The dotted lines drawn across the chart show how oil at five cents per gallon is compared with coal at \$8





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with most engines of other types. This means that 31.8 percent of the heat contained in the fuel will be converted into work. Even at 0.45 pounds of fuel per horsepower per hour, other conditions being the same, efficiency will be 28.3 percent.

### Losses From Boiler Scale

Character of scale	Thickness	Loss of efficiency	Coal wasted from every ton of coal fired
Hard	1/50"	5.4%	100 lbs.
Hard	1/32"	7.2%	140 lbs.
Hard	1/25"	9.3%	180 lbs.
Hard	1/16"	12.6%	220 lbs.
Hard	1/9"	15.9%	320 lbs.

To combat loss in efficiency and excessive fuel costs resulting from boiler scale, some plants remove all scale-forming elements from the water before it is fed to the boiler. This is the ideal method but not always practical. Under other circumstances, feed water is treated with compounds changing the elements in the water from those quick to attach themselves to the boiler to those that remain in solution or form a soft sludge that can be blown out.

### Sizes for Boiler Combustion Chambers

Method of firing	B.t.u. per cubic foot	Approximate cubic feet required per hp.
Hand	50,000	1 1/10 cubic feet
Stoker	45,000	1 cubic foot
Oil	30,000	1 1/2 cubic feet
Pulverized Coal	20,000	2 1/4 cubic feet
Gas	30-35,000	1 1/2 cubic feet

In computing cubic contents of combustion chambers measure the depth to bridgeway for underfeed stoker and hand firing; the entire depth for pulverized coal, oil or gas firing and for spreaders or overfeed stokers. Width times height times depth will give the cubic contents. From the table, an oil-fired installation requires 1 1/2 cubic feet of combustion chamber per horsepower, thus a 50 hp. boiler should have about 75 cubic feet of combustion chamber.

### Gallons of Water To Feed Boilers

Horsepower	Gallons per minute	Gallons per hour
50	3.45	207
75	5.18	311
100	6.90	414
125	8.63	518
150	10.35	621
175	12.08	725
200	13.80	828
225	15.53	932
250	17.25	1035

One gallon of water weighs 8.34 pounds at 60° Fahrenheit. One boiler horsepower equals 34.5 pounds of water or 4.14 gallons of water evaporated per hour from 212° Fahrenheit.

Boiler hp.  $\times$  34.5 = pounds of water required per hour

Boiler hp.  $\times$  4.14 = gallons of water required per hour

Boiler hp.  $\times$  .069 = gallons of water required per minute.

### Expansion of Pipe

(Increase in length inches per 100 ft.)

Temp. °F.	Steel	Wrought Iron	Brass or Copper	Temp. °F.	Steel	Wrought Iron	Brass or Copper
20	.15	.15	.25	220	1.80	1.85	2.65
40	.30	.30	.45	240	2.00	2.05	2.90
60	.45	.45	.65	260	2.15	2.20	3.15
80	.60	.60	.90	280	2.35	2.40	3.45
100	.75	.80	1.15	300	2.50	2.60	3.75
120	.90	.95	1.40	320	2.70	2.80	4.05
140	1.10	1.15	1.65	340	2.90	3.05	4.35
160	1.25	1.30	1.90	360	3.05	3.25	4.65
180	1.45	1.50	2.15	380	3.25	3.45	4.95
200	1.45	1.65	2.40	400	3.45	3.65	5.25

Allowance for expansion in any given run of pipe is dependent upon the variations in temperature to which the pipe will be subjected. The table gives expansion in inches per 100 feet of different type pipes at various degrees of temperature. To compute the amount of expansion to be provided in specific lengths of pipe, read from the table the figure showing maximum expansion for 100 feet at the temperature expected. Divide this figure by 100 to determine the expansion per foot and multiply by the length of pipe under consideration. For example, 80 feet of steel pipe taking water at 180° Fahrenheit will require an allowance of 1.16 inches for expansion (1.45, from the chart,  $\div$  100  $\times$  80 = 1.16 inches).

### Dimensions of Standard Wrought Pipe

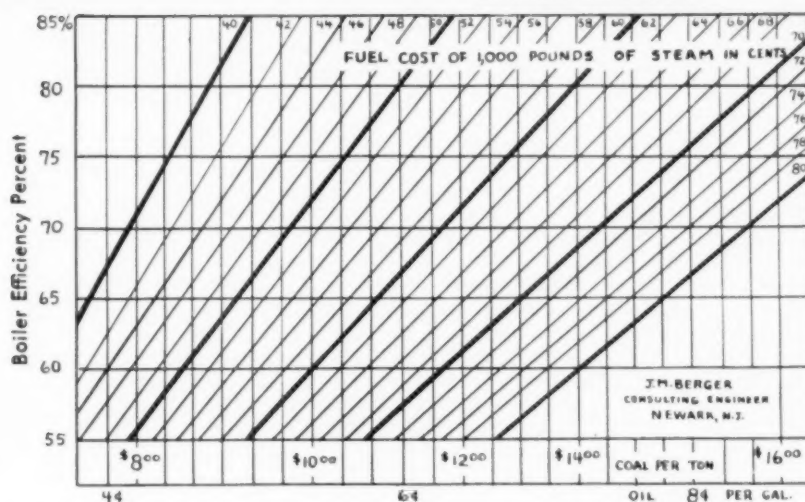
Nominal Size in Inches	Actual Inside Diameter (Inches)	Inside Cross-Section Area (Square Inches)
1/8	.269	.057
1/4	.364	.104
1/2	.493	.191
3/4	.622	.304
1	.824	.533
1 1/4	1.049	.864
1 1/2	1.380	1.495
2	1.610	2.036
2 1/2	2.067	3.355
3	2.469	4.788
3 1/2	3.068	7.393
4	3.548	9.886
4 1/2	4.026	12.730
5	4.506	15.947
6	5.047	20.006
7	6.065	28.891
8	7.000	38.484
9	8.000	50.265
10	9.000	63.617
		79.539

Source—AISC

Adequate water supply in the washroom is dependent upon proper balancing between main lines and washer feeder pipe requirements. A battery of ten washers, six taking 2-inch lines and four taking 1 1/2-inch lines, will require a 6-inch main. From the chart, six 2-inch pipes require  $6 \times 3.355$  square inches, + four 1 1/2-inch lines ( $4 \times 2.036$ ) = total 28.274 square inches required. A 6-inch pipe has a total cross-sectional area of 28.891 square inches which will allow for possible future expansion.

Since all washers will not be filling at the same time, a 20 to 25 percent reduction in capacity is permissible between the main line and total requirements of all feeder lines. In the case cited above, a 5-inch main would provide 30 percent less water than the 6-inch pipe. This might be satisfactory with staggered loads, but it would allow no provision for future expansion and would be inadequate for peak requirements.

## Steam Cost Chart



Based on 14,000 B.t.u. per pound of coal and 150,000 B.t.u. per gallon of oil, steam pressure 105 pounds gauge, moisture 2%, feed water 205° F.

Chart indicates the cost of steam at varying prices for coal and oil with different over-all operating efficiencies. From cost of oil or coal at the bottom of chart trace up to point of assumed boiler efficiency on the scale at the left. The point of intersection on the slanting line will show fuel costs per 1,000 pounds of steam and can be read to nearest cent or to a tenth of a cent by proportion. For example, a laundry using No. 6 Bunker C oil selling at 5.2 cents per gallon with a boiler of 65 percent efficiency will be paying 53.4 cents per 1,000 pounds of steam. Improving the boiler efficiency to 75 percent will cut steam cost to 46 cents, resulting in a saving of 7.4 cents per 1,000 pounds. Or a 70-percent-efficient boiler burning 14,000 B.t.u. coal selling at \$10 per ton will deliver 1,000 pounds of steam at 51 cents per thousand pounds. This chart may be used in plotting the comparative costs of coal and oil or for figuring possible savings from stokers and combustion controls. If fuel costs go higher than shown on chart use one half fuel cost and multiply resulting cost of steam by 2.

## FACTS FOR FIGURING

### Measuring Pump Efficiency

IN comparing efficiency of pumps, users often make the mistake of subtracting the efficiency of the old pump from the efficiency of the new pump and calling the difference the improvement in efficiency. The correct method is to subtract the two efficiencies, and then divide the difference by the efficiency of the new pump.

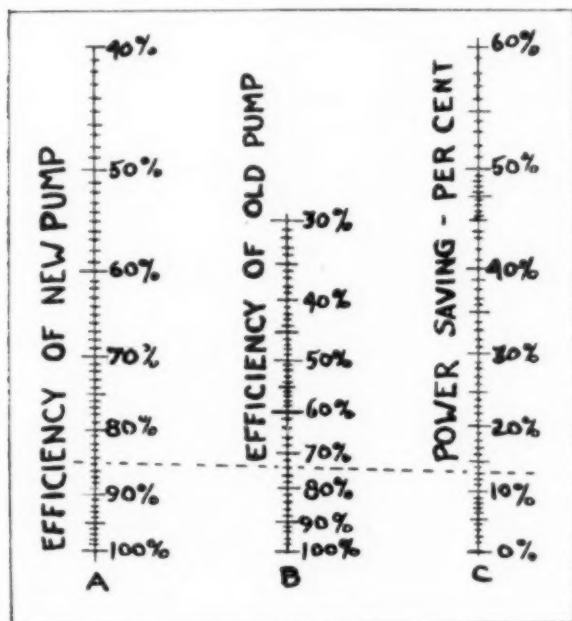
If the efficiency of a present pump is 74 percent and

installation of a new pump at 85 percent efficiency is planned, the change will not be worth just 11 percent. Efficiency will improve 13 percent, and it will cost 13 percent less to operate the new pump. For example:

$$0.85 - 0.74 = 0.11$$

$$0.11 \div 0.85 = 0.13$$

The accompanying chart makes it easy to determine increases in efficiency without any longhand figuring. Simply run a straight line through the efficiency of the new pump, column A, and the efficiency of the old pump, column B, and the power saving or improvement in efficiency is given in column C. The dotted line here runs from the 85 percent efficiency of the new pump through the 74 percent efficiency of the old, and shows in column C that the power saving is 13 percent.



### Group vs. Individual Drive

THE actual horsepower required by a machine is often lower than rated horsepower of the motor which the manufacturer has designated as correct for that machine. A 5 hp. motor, for example, will frequently be prescribed where 4 hp. is the usual required load. This is because the next smaller motor under 5 hp. is 3 hp., which would be too small for continuous loads of 4 hp.

Assume that the loads for a hypothetical group of five motors, three of 5 hp. and two of 3 hp., are actually 4 hp., 4½ hp., 4 hp., 2½ hp. and 3 hp., or a total of 18 hp. instead of 21 hp. Assume that the line shaft consumes 2 hp. at full load and a little less when lightly loaded. Consider also the average load the machines carry. Normally they are not always in operation and are not all fully loaded. In an ordinarily busy dry-

cleaning plant the load factor gets up to 75 percent (much less with excess machinery).

Using this 75 percent of required 18 hp. load, we get 13½ hp. Add to this 2 hp. for friction and you will have a total of 15½ hp. as an average. It is quite likely that a 15 hp. motor will carry the load, provided it is a 40-degree-Centigrade rated motor which can carry 25 percent overload for extended periods. Cost calculations can be based on the efficiency variations of motors, shafting drive losses and investment.

For a period of one month, on the assumption that the purchased electric current is worth 2½ cents per kilowatt hour, comparative costs would be something like this:

	Individual drive	Group drive
Motor cost and wiring ..... (Based on average practice)	\$625	\$275
Shafting cost .....	0	170
Total Investment .....	\$625	\$445
Efficiency of average load .....	80%	87%
Average horsepower load .....	13½	15½
Kilowatt hours consumed in 180 hours .....	2260	2400
Cost of current for 1 month .....	\$56.50	\$60.00

Thus, on the basis of the motors assumed necessary, in this instance the individual motor drive is cheaper by \$3.50 a month. By investing \$180 more the drycleaner saves \$42 a year; in a little more than four years he will have paid off the investment.

This comparison, however, is subject to certain variations. It also changes with changing operating conditions. No one rule of procedure can be applied to

all plants. Different conditions can influence the economy of using individual or group drive. If weekly hours are longer and greater flexibility of operation the aim, individual drive is superior to group drive. If the plant has more equipment than it needs for its volume, the load factor usually drops below 75 percent and individual drive becomes more profitable. As business increases or equipment is more heavily loaded, the load factor goes above 75 percent; then the group drive becomes even more profitable.

With the data given any drycleaner can analyze his own plant by substituting his investments, kilowatt hours and cost of current and set it up for his own conditions as to load factor.

Don't change from group drive without consulting a reliable electrical contractor. If you know the amount of current used it is a simple matter to decide whether or not to change. If you are generating your own current it is easy to estimate current cost by deducting the necessary amount for shafting friction.

## Belt and Pulley Calculations

**To Find the Lengths of Belts:** Add the diameter of the two pulleys together, multiply by 3½ and divide the product by two. Add twice the distance between the centers of the shafts to the quotient and that will be the length required.

**To Calculate the Power of Belts:** The horsepower of any belt equals its velocity in feet per minute multiplied by its width and divided by 1,000 for single and 700 for double belts. A 1-inch single belt, velocity 1,000 ft. per

## Trap Capacities

(Table of factors for determining at reduced pressure)

Minimum Operating Pressure	Maximum Operating Pressure												
	5#	10#	15#	20#	30#	40#	50#	60#	70#	80#	90#	100#	125#
1/10 lb.	.14	.10	.09	.08	.07	.06	.05	.05	.05	.04	.04	.04	.04
1/4 lb.	.22	.16	.14	.12	.10	.09	.08	.07	.07	.07	.06	.06	.06
1/2 lb.	.32	.22	.19	.17	.14	.12	.11	.10	.09	.09	.08	.08	.07
1 lb.	.45	.32	.26	.23	.19	.17	.15	.14	.13	.12	.11	.11	.10
2 lbs.	.63	.45	.36	.33	.27	.23	.20	.19	.18	.17	.16	.16	.15
3 lbs.	.78	.55	.45	.40	.33	.29	.27	.24	.23	.21	.20	.19	.18
4 lbs.	.89	.64	.52	.46	.38	.33	.30	.27	.26	.24	.23	.23	.20
5 lbs.	1.00	.71	.58	.52	.43	.37	.34	.31	.29	.27	.26	.25	.23
10 lbs.	1.00	1.00	.82	.72	.61	.52	.48	.44	.41	.39	.37	.36	.32
15 lbs.	1.00	1.00	1.00	.85	.73	.62	.59	.56	.51	.48	.45	.43	.39
20 lbs.	1.00	1.00	1.00	1.00	.83	.73	.66	.61	.58	.55	.51	.49	.44
25 lbs.	1.00	1.00	1.00	1.00	.91	.80	.78	.69	.65	.61	.55	.53	.47
30 lbs.	1.00	1.00	1.00	1.00	1.00	.88	.79	.75	.70	.66	.60	.59	.54
40 lbs.	1.00	1.00	1.00	1.00	1.00	1.00	.90	.84	.80	.76	.69	.67	.61
50 lbs.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	.93	.89	.84	.78	.75	.68
60 lbs.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	.93	.88	.83	.80	.73
70 lbs.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	.94	.89	.85	.78
80 lbs.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	.95	.91	.82
90 lbs.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	.95	.87
100 lbs.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	.91
125 lbs.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

Source: V. D. Anderson Co.

ALTHOUGH a steam trap will operate at pressures below those for which it is designed, the capacity decreases with the fall in pressure. The accompanying table gives correction factors for determining trap capacities at reduced pressures.

Locate the normal operating pressure in the top line; follow down this column to the reduced pressure desired. The point of intersection shows the correction factor. Multiply the normal trap capacity by the

correction factor, and the product is the trap capacity under the reduced pressure.

For example, if a trap designed for 225 pounds pressure delivers 1800 pounds of condensate per hour at maximum operating pressure, at 70 pounds pressure the capacity will be  $1800 \times .61$  (correction factor in this case) = 1098 pounds of condensate per hour at the reduced pressure. Excess condensate in heated equipment lowers the temperature.



minute, equals 1 horsepower. A 1-inch double belt, velocity 700 ft. per minute, equals 1 horsepower.

**To Find Diameter of the Driving Pulley:** Multiply diameter of driven pulley by the number of revolutions per minute and divide by the number of revolutions of driver. Quotient will be diameter of the driver.

**To Find the Speed of Driving Pulley:** Multiply diameter of the driven pulley by its revolutions per minute and divide by diameter of driver. Quotient will be number of revolutions of driver.

**To Find Diameter of the Driven Pulley:** Multiply diameter of driver by its number of revolutions per minute and divide by number of revolutions of the driven pulley. Quotient will be the diameter of driven pulley.

**To Find Speed of Driven Pulley:** Multiply diameter of driver by its number of revolutions per minute and divide by diameter of driven pulley. Quotient will be number of revolutions of driven pulley.

## Computing Tank and Jar Capacities

**Square or rectangular:**

1. To compute cubic contents multiply length by width by depth. For example, the cubic contents of a tank 10 feet long, 6 feet wide and 4 feet deep is 240 cubic feet.
2. Since 1 cubic foot equals  $7\frac{1}{2}$  gallons, the tank above would hold 1,800 gallons ( $7\frac{1}{2} \times 240 = 1,800$  gallons).

**Cylindrical or round:**

1. Square the diameter and multiply by .7854 and then multiply by the length or depth to obtain cubic contents. Capacity of a cylindrical tank 4 feet in diameter and 6 feet in length is 75.3984

- cubic feet ( $4 \times 4 \times .7854 \times 6 = 75.3984$  cubic feet).
2. With  $7\frac{1}{2}$  gallons per cubic foot the tank would hold 565.49 gallons.

**NOTE:** When dimensions include both feet and inches or inches alone reduce all to feet or to inches before multiplying. If measurements are all in inches, the answer will be cubic inches. To reduce to cubic feet divide by 1728 (1728 cubic inches = 1 cubic foot).

## Conversion Ratios

- 1 gallon of water weighs 8.34 pounds.
- 1 gallon of water contains 231 cubic inches.
- 1 cubic foot of water equals 7.5 gallons.
- 1 cubic foot of water weighs 62.5 pounds.
- 1 horsepower equals 746 watts.
- 1 boiler horsepower equals 34.6 pounds of water evaporated per hour from and at 212° Fahrenheit.

	Multiplied by	Equals
Diameter of circle	3.1416	Circumference of circle
Diameter of circle squared	.7854	Area of circle
Gallons of water	.1377	Cubic feet
Cubic feet of water	62.5	Pounds of water
Gallons of water	8.34	Pounds of water
Feet head of water	.433	Pounds of pressure
Pounds pressure of water	2.31	Feet head
Feet head	.52	Pounds of pressure
(brine sp. gr. 1.21)		
Boiler horsepower	.069	Gallons feed water required per minute
Pounds pressure (brine)	1.92	Feet head
Feet head	.325	Pounds pressure
(gasoline sp. gr. 0.75)		
Pounds pressure (gasoline)	3.08	Feet head
Inches vacuum	1.132	Feet head
Feet suction lift	.882	Inches vacuum

To convert degrees Fahrenheit to degrees Centigrade, subtract 32 degrees and multiply by five-ninths.

To convert Centigrade to Fahrenheit, multiply by nine-fifths, add 32 degrees.

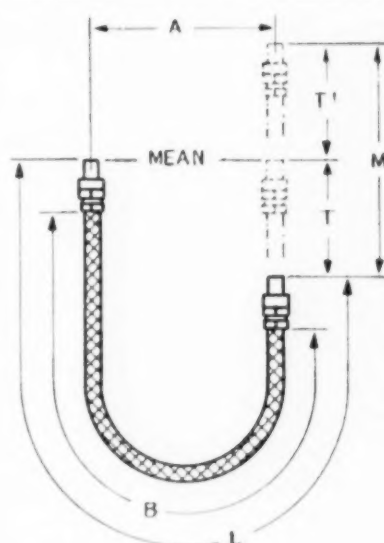
## Flexible Metal Hose—Lengths and Minimum Bending Distances

Length of hose includes three factors: Bending Distance A, Travel of Hose M ( $T + T'$ ) and Coupling Factor C. With installation at minimum bending distance A and no travel, take length L from table. For hose subject to travel and installed at distance A, take L from table and add one-half travel when T and T' are equal; when they are not, add the larger. To calculate hose length independently, use following formulae:

Hose I. D.  $\frac{1}{4}$ " to 2": Length  $L = 2\frac{1}{2} A + C + T$  (use T or T' whichever is greater)  
Hose I. D.  $2\frac{1}{2}$ " to 6": Length  $L = 1\frac{3}{4} A + C$  (no travel)

HOSE I. D.	1/4"	5/16"	3/8"	1/2"	5/8"	3/4"	1"	1-1/4"
A	8"	10"	12"	16"	18"	20"	24"	26"
B	20"	24"	30"	36"	44"	50"	56"	62"
C	4-1/2"	5"	5-1/2"	6"	7"	7-1/2"	8"	8"
L	25"	29"	36"	44"	51"	58"	64"	70"

HOSE I. D.	1-1/2"	2"	2-1/2"	3"	3-1/2"	4"	5"	6"
A	28"	30"	64"	72"	78"	84"	108"	120"
B	68"	72"	9' 6"	10' 4"	11' 4"	12' 6"	18 FT.	18 FT.
C	9"	9"	9"	11"	-	-	-	-
L	77"	81"	10 FT.	11' 6"	-	-	-	-



Source—Packless Metal Products Corp.

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# FILMS FOR GROUP SHOWING

This list of films which may be of interest for showing at drycleaners' conventions or local meetings is a new department of our annual Guidebook Issue. For future listing, we would be glad to receive readers' suggestions for additional films or criticisms of any included here.

—THE EDITORS

## Drycleaning Industry

**Title:** After the Ball Was Over  
**Subject:** Public Relations film dramatizing drycleaning skill, know-how and equipment  
**Projection:** 16 mm, sound, color, 23 minutes  
**Produced by:** Oklahoma Association of Cleaners and Dyers  
**Distributed by:** Arthur S. Davenport, Public Relations Director, Oklahoma Association of Cleaners and Dyers, 404 Cravens Bldg., Oklahoma City, Okla. (Prints have been purchased by many state and local drycleaners' associations.)  
**Terms:** Sale, \$250. (Prints not available for loan or rent outside of Oklahoma.)  
  
**Title:** Formatic Shirt Unit  
**Subject:** Shirt production  
**Projection:** 16 mm, silent, black-and-white  
**Produced by:** The American Laundry Machinery Co.

**Distributed by:** Local representatives, branch and division offices of The American Laundry Machinery Co.  
**Terms:** Loan

**Title:** It's All in the Finish  
**Subject:** Application and effects of synthetic-resin fabric finishes

**Projection:** 16 mm, sound, color, 23 minutes  
**Produced by:** American Cyanamid Company, Textile Resin Department

**Distributed by:** American Cyanamid Company, Mr. E. K. Hunt, Advertising Manager, Calco Chemical Division, Bound Brook, N. J.  
**Terms:** Loan; borrower pays return shipping charge

**Title:** Leave Less to Luck  
**Subject:** Soil removal and its research basis  
**Projection:** 16 mm, sound, color, 35 minutes  
**Produced by:** The Procter & Gamble Company  
**Distributed by:** Mr. D. E. Tuttle, Laundry Research Department, Procter & Gamble, Ivorydale 17, Ohio  
**Terms:** Loan

**Title:** More Dangerous Than Dynamite  
**Subject:** Dangers of home drycleaning and other home fire hazards  
**Projection:** 16 mm, sound, black-and-white, 10 minutes



**Produced by:** Bureau of Communications Research  
**Distributed by:** State Fire Marshal, 507 Polk St., San Francisco 2, Calif., or National Board of Fire Underwriters, San Francisco, Calif. (west of Rockies); Bureau of Communications Research, 13 East 37th St., New York 17, N. Y.  
**Terms:** Loan; borrower pays return shipping charge

**Title:** One-Operator Silk Finishing Unit  
**Subject:** Installation, layout and operation of Excelsior one-operator unit  
**Projection:** 16 mm, sound, black-and-white, 25 minutes  
**Produced by:** Excelsior Machinery Company  
**Distributed by:** Excelsior Machinery Company, 1452 Randolph St., Detroit 26, Mich., or local distributors of Excelsior equipment  
**Terms:** Loan

**Title:** Please Pass the Condensate  
**Subject:** Steam trapping for more production  
**Projection:** 16 mm, sound, color, 20 minutes  
**Produced by:** Yarnall-Waring Co.  
**Distributed by:** Yarnall-Waring Co., Philadelphia 18, Pa.  
**Terms:** Loan

**Title:** Protecting Your Profits  
**Subject:** Equipment maintenance  
**Projection:** 16 mm, sound, color  
**Produced by:** The American Laundry Machinery Co.  
**Distributed by:** Local representatives, branch and division offices of The American Laundry Machinery Co.  
**Terms:** Loan

**Title:** Training by Seeing—and Doing  
**Subject:** Steps in trouser finishing (first of planned series)  
**Projection:** 16 mm, sound, black-and-white, 12-15 minutes  
**Produced by:** National Institute of Cleaning and Dyeing  
**Distributed by:** National Institute of Cleaning and Dyeing, Silver Spring, Md.  
**Terms:** Sale or loan, to NICD members only. For association programs—must be shown by NICD staff member

### Business—General

**Title:** All I Can Do  
**Subject:** Sales training  
**Projection:** 16 mm, sound, black-and-white, 23 minutes  
**Produced by:** Coopers, Inc.  
**Distributed by:** Modern Talking Picture Service, Inc., 45 Rockefeller Plaza, New York 20, N. Y.  
**Terms:** Loan; borrower pays shipping charges

**Title:** The Easier Way  
**Subject:** Principles of motion study  
**Projection:** 16 mm, sound, black-and-white, 13 minutes  
**Produced by:** General Motors Corporation  
**Distributed by:** General Motors Corporation, 405 Montgomery St., San Francisco 4, Calif. (Western states); Department of Public Relations—Film Section, 1775 Broadway, New York 19, N. Y. (Metropolitan New York and Long Island); Department of Public Relations—Film Section, General Motors Bldg., Detroit 2, Mich. (other states)  
**Terms:** Loan; shipped express collect

**Title:** Experiment  
**Subject:** How to get along with people; humorous treatment  
**Projection:** 16 mm, sound, black-and-white, 12 minutes  
**Produced by:** General Motors Corporation  
**Distributed by:** See under "The Easier Way"  
**Terms:** Loan; shipped express collect

**Title:** The Flow Process Chart and How To Use It  
**Subject:** Analysis of work operations  
**Projection:** 16 mm, sound, color, 1½ reels  
**Produced by:** Castle Films  
**Distributed by:** Castle Films, Division of United World Films, Inc., 1445 Park Ave., New York 29, N. Y.  
**Terms:** Sale only; \$73.21

**Title:** Selling America Today  
**Subject:** Benjamin Franklin on sales training

**Projection:** 16 mm, sound, black-and-white, 35 minutes  
**Produced by:** General Motors Corporation  
**Distributed by:** See under "The Easier Way"  
**Terms:** Loan; shipped express collect

**Title:** Strange Interview  
**Subject:** Benjamin Franklin on employer-employee relations  
**Projection:** 16 mm, sound, black-and-white, 55 minutes. (Requires projector to handle 2000-foot, 17-inch reel. A 2000-foot take-up reel shipped with film. Also available on two 1200-foot reels)  
**Produced by:** General Motors Corporation  
**Distributed by:** See under "The Easier Way."  
**Terms:** Loan; shipped express collect

**Title:** Telephone Courtesy  
**Subject:** Good telephone habits in business  
**Projection:** 16 mm, sound, black-and-white, 25 minutes  
**Produced by:** Bell Telephone System  
**Distributed by:** Any Bell System company in U. S. or Canada  
**Terms:** Loan

### Safety, Health and Maintenance

**Title:** Basic Principles of Lubrication  
**Subject:** Truck lubrication  
**Projection:** 16 mm, sound, black-and-white, 25 minutes  
**Produced by:** General Motors Corporation  
**Distributed by:** General Motors Corporation, 405 Montgomery St., San Francisco 4, Calif. (Western states); Department of Public Relations—Film Section, 1775 Broadway, New York 19, N. Y. (Metropolitan New York and Long Island); Department of Public Relations—Film Section, General Motors Building, Detroit 2, Mich. (other states)  
**Terms:** Loan; shipped express collect

**Title:** Color Conditioning  
**Subject:** Use of paint and light to improve efficiency and morale  
**Projection:** 16 mm, sound, color, 2 reels  
**Produced by:** E. I. du Pont de Nemours & Co., Inc.  
**Distributed by:** E. I. du Pont de Nemours & Co., Inc., Motion Picture Distribution, Wilmington, Del.  
**Terms:** Loan

**Title:** Day in Court  
**Subject:** Traffic safety  
**Projection:** 16 mm, sound, black-and-white, 30 minutes  
**Produced by:** International Harvester Company  
**Distributed by:** Modern Talking Picture Service, Inc., 45 Rockefeller Plaza, New York 20, N. Y.  
**Terms:** Loan; borrower pays shipping charges

**Title:** Live—and Let Live  
**Subject:** Highway safety  
**Projection:** 16 mm, sound, color, 10 minutes  
**Produced by:** Aetna Life Affiliated Companies  
**Distributed by:** Aetna Life Affiliated Companies, Public Education Department, Hartford 15, Conn. Branch offices or local representatives of Aetna Casualty and Security Company  
**Terms:** Loan; borrower pays return shipping charge  
 Sale: \$51

**Title:** No Use Skidding  
**Subject:** How to avoid hazards of winter driving  
**Projection:** 35 mm slidefilm, sound, black-and-white, 20 minutes  
**Produced by:** National Safety Council  
**Distributed by:** National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.  
**Terms:** Loan; Borrower pays shipping charges  
 Sale: \$10

**Title:** P. U. D. Driver Wins Again  
**Subject:** Typical day of pickup-and-delivery driver  
**Projection:** 35 mm slidefilm, sound, black-and-white, 20 minutes  
**Produced by:** National Safety Council  
**Distributed by:** National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.  
**Terms:** Rental: \$5 per week, return shipping charge  
 Sale: \$20.50 (Continued on page 116)

(Continued from page 115)

**Title:** Screw Drivers and Screw Jays  
**Subject:** Highway safety; humorous treatment  
**Projection:** 16 mm, sound, black-and-white, 12 minutes  
**Produced by:** Shell Oil Company  
**Distributed by:** Shell Oil Company, Film Library, 100 Bush St., San Francisco 6, Calif.; Shell Building, Houston 1, Texas; 624 S. Michigan Ave., Chicago 5, Ill.; 50 W. 50th St., New York 20, N. Y.  
**Terms:** Loan; borrower pays return charge

**Title:** The Walking Machine  
**Subject:** Foot hygiene and shoe selection  
**Projection:** 16 mm, sound, black-and-white, 14 minutes  
**Produced by:** American Foot Care Institute, Inc.  
**Distributed by:** American Foot Care Institute, Inc., 1775 Broadway, New York 19, N. Y.  
**Terms:** Loan; borrower pays return shipping charge

**Title:** What's Your Safety I.Q.?  
**Subject:** Quiz on off-the-job safety, audience participation  
**Projection:** 16 mm, sound, black-and-white, 15 minutes  
**Produced by:** National Safety Council  
**Distributed by:** National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

**Terms:** Rental: \$5 per week, return shipping charge  
Sale: \$52

### General

**Title:** Backfire!  
**Subject:** Defense of free enterprise  
**Projection:** 16 mm (also available 35 mm), sound, black-and-white, 15 minutes  
**Produced by:** American Economic Foundation  
**Distributed by:** American Economic Foundation, 295 Madison Ave., New York 17, N. Y. (Also available on loan to NICD alumni from Miss Edna Michelsen, National Institute of Cleaning and Dyeing, Silver Spring, Md.)  
**Terms:** Sale only: \$75 postpaid

**Title:** The Price of Freedom  
**Subject:** Individual responsibility for protection of our Constitutional rights  
**Projection:** 16 mm, sound, black-and-white, 23 minutes  
**Produced by:** National Association of Manufacturers  
**Distributed by:** General Motors Corporation (see under "The Easier Way")  
**Terms:** Loan; shipped express collect

## BOOKS

### FOR DRYCLEANERS

**ABC's of Drycleaning.** The National Institute of Cleaning and Dyeing, Silver Spring, Md. \$7.50 per 100 (sold to members only).

**Alterations of Men's Clothing.** Second edition. By David Carlin. Fairchild Publications, Inc., 7 E. 12th St., New York 3, N. Y. \$5.00.

**Applied Science for Drycleaners.** By George P. Fulton. The National Institute of Cleaning and Dyeing, Silver Spring, Md. \$6.50; members \$3.25.

**Briefs for Broadcasting.** The National Institute of Cleaning and Dyeing, Silver Spring, Md. \$1.00 (sold to members only).

**Common Sense Incentives for the Small Shop.** By Ed Vasselos and Harold Whitaker. Common Sense Incentives, P. O. Box 562, Sheboygan, Wis. \$5.00.

**The Drycleaning Department.** By C. B. Randall. The National Institute of Cleaning and Dyeing, Silver Spring, Md. \$3.50; members \$1.75.

**Establishing and Operating a Dry Cleaning Business.** Revised Edition. U. S. Department of Commerce, Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. 55 cents.

**Fabrics Today and Drycleaning.** By Louis Goldblatt, Frank Polatsky and William Seitz. Neighborhood Cleaners Association, 412 Lafayette St., New York 3, N. Y. \$25.00; members \$15.00.

**The Fur Book.** By David G. Kaplan. The National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y. \$7.50.

**A Handbook for Route Salesmen.** By Fred DeArmond. Moore Publishing Company, 48 W. 38th St., New York 18, N. Y. \$2.00.

**Legislative Digest.** The National Institute of Cleaning and Dyeing, Silver Spring, Md. \$1.00 (sold to members only).

**The Lot System.** By Claude E. Lucas. Pacific Laundry & Cleaning Journal, 121 Second St., San Francisco 5, Cal. \$4.00.

**Production in Silk Finishing.** The National Institute of Cleaning and Dyeing, Silver Spring, Md. 50 cents (sold to members only).

**Profitable Alterations.** The National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y. 50 cents.

**Route Sales Management.** By Fred DeArmond and George N. Graf. Moore Publishing Company, 48 W. 38th St., New York 18, N. Y. \$5.00.

**Sell Drycleaning.** By Stuart Standish. With incentive-program material. Sell Drycleaning, 510 N. Dearborn St., Chicago 10, Ill. Includes The Executive Manual, \$13.50; The Trainer's Manual, \$10.50; Salesmen Training Releases, \$8.00.

**Sell Drycleaning From the Store.** With incentive-program material. By Stuart Standish and Nancy Garner. Sell Drycleaning, 510 N. Dearborn St., Chicago 10, Ill. \$5.00.

**Silk Finishing.** By J. W. Maher. The National Institute of Cleaning and Dyeing, Silver Spring, Md. \$3.50; members \$1.75.

**The Spotting Department.** By Clyde Covington. The National Institute of Cleaning and Dyeing, Silver Spring, Md. \$3.50; members \$1.75.

**The Spotting Manual.** Revised edition. By Allen O. Fligor and Paul C. Trimble. The National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y. \$5.00.

**Spotter's Pocket Guide.** Spotter's Pocket Guide, P. O. Box 265, Silver Spring, Md. \$3.00.

**Tailoring Suits the Professional Way.** By Clarence Poulin. Chas. A. Bennett Co., Inc., 237 N. Monroe St., Peoria 3, Ill. \$4.50.

**Uniform Account Classification for Drycleaning Plants.** The National Institute of Cleaning and Dyeing, Silver Spring, Md. \$1.00 (sold to members only).

**Wage Incentive Procedures for Drycleaners.** The National Institute of Cleaning and Dyeing, Silver Spring, Md. \$1.00 (sold to members only).

**Wetcleaning.** By Norbert J. Berg. The National Institute of Cleaning and Dyeing, Silver Spring, Md. \$3.50; members \$1.75.

**Who's Liable?** The National Institute of Cleaning and Dyeing, Silver Spring, Md. 50 cents (sold to members only).

# COURSES IN DRYCLEANING AND RELATED SUBJECTS

NOTE: Time limits on GI educational benefits:

Veterans of World War II can no longer *start* education or training under GI bill.

Veterans who enlisted or reenlisted under Armed Forces Recruitment Act (Public Law 190) between October 6, 1945, and October 5, 1946, must begin courses within 4 years from end of enlistment or reenlistment period, complete them within 9 years from that date.

Veterans of active service on or after June 27, 1950, and before the end of the Korean conflict (date to be determined by the President or Congress, Public Law 550) must begin training by August 20, 1954, or 2 years after discharge, whichever is later. They must complete it within 7 years after discharge or end of current emergency.

Disabled veterans may begin education or training (Public Law 16) at any time after discharge. Disabled veterans of World War II must complete courses by July 25, 1956. Those disabled after June 27, 1950, must complete courses within 9 years from end of Korean conflict.

## Association Schools

National Institute of Cleaning and Dyeing  
Silver Spring, Maryland

### GENERAL COURSE

**Subjects:** Drycleaning, spotting, wetcleaning, finishing, Theory, laboratory, plant practice.  
**Duration:** 12 weeks.  
**Fees:** Tuition \$350; textbooks and supplies \$25; laboratory fee \$1.  
**Eligibility:** Bona fide connection with member plant (waived for veterans); 1 year plant experience; 18 years age minimum.

GI approved.

### PLANT MANAGEMENT

**Subjects:** Supervisory methods, wage incentives, work standards, layout, production control, customer relations, salesmanship, advertising, accounting, budgeting, effective writing and speaking, etc.  
**Duration:** 4 weeks.  
**Fees:** Tuition \$275; textbooks and supplies included.  
**Eligibility:** Bona fide connection with member plant (waived for veterans).

GI approved.

### RUG CLEANING COURSE

**Subjects:** Practical rug cleaning, carpet construction, identification, spotting and stain removal, applied science and engineering.  
**Duration:** 3 weeks.  
**Fees:** Tuition \$115; textbooks and supplies \$7; laboratory fee \$1.  
**Eligibility:** Bona fide connection with member plant, NICD or NIRC.

### SILK FINISHING

**Subjects:** Finishing, fabrics, department layout, production figures and expectations.  
**Duration:** 2 weeks.  
**Fees:** Tuition \$70; textbooks and supplies \$6.  
**Eligibility:** Bona fide connection with member plant, NICD.

### WOOL FINISHING

**Subjects:** Finishing, fiber identification, garment construction, department layout, production rate.  
**Duration:** 2 weeks.  
**Fees:** Tuition \$70; textbooks and supplies \$6.  
**Eligibility:** Bona fide connection with member plant, NICD.

New York School of Dry Cleaning, Inc.  
412 Lafayette Street, New York 3, N. Y.

**Sponsored by:** Neighborhood Cleaners Association.

**Subjects:** (A) Principles and practices of drycleaning—

spotting, fabrics and dyes, drycleaning, wetcleaning; (B) comprehensive drycleaning—drycleaning, spotting, prespotting, chemicals, fabrics and dyes, wetcleaning, pressing; (C) pressing.

**Duration:** (A) 80 hours, 10 weeks; (B) 870 hours, 37 weeks day sessions, 40 weeks evening; (C) 80 hours, 10 weeks.

**Fees:** (A) \$100; (B) \$800; (C) \$100.

**Eligibility:** (A) Write for requirements; (B) (C) no experience requirements.

**GI approved:** (A) and (C).

## Public Schools, Association-Sponsored

Baltimore Vocational School for Drycleaning and Finishing  
2614 Pennsylvania Avenue, Baltimore 17, Maryland

**Conducted by:** Department of Education, Division of Vocational Education, Baltimore, Maryland.

**Sponsored by:** Retail Cleaning Plant Owners, Inc. (Baltimore)  
**Subjects:** Cleaning, wetcleaning and bleaching, spotting, finishing, storage, business practice and store management.

**Duration:** 1440 hours (52 weeks).

**Dates:** Students may enter at any time.

**Fees:** Nonveterans \$45 month full-time, \$22.50 month half-time, plus books.

GI approved.

Central Arts and Crafts School  
Montreal, Quebec, Canada

**Conducted by:** Department of Youth and Social Welfare, Province of Quebec

**Sponsored by:** Launderers and Dry Cleaners' Association of the Province of Quebec, Inc.

**Subjects:** Spotting.

**Duration:** 20 weeks, one (3-hour) evening per week.

**Fee:** \$10.

Hadley Vocational Training School  
3405 Bell Street, St. Louis, Missouri

**Conducted by:** Board of Education, City of St. Louis.

**Sponsored by:** St. Louis Dry Cleaners Exchange.

**Subjects:** Drycleaning, wetcleaning, silk and wool finishing, spotting, inspecting, sorting, bagging.

**Duration:** (A) Morning classes, full time; (B) afternoon classes, 60 hours; (C) evening course, one evening per week, 15 weeks.

**Dates:** Fall and spring semesters.

**Fees:** (B) (C) \$7 registration per semester.

**Eligibility:** (A) High school students; (B) (C) adults employed in industry or newcomers to industry.

School of Drycleaning Techniques  
Central Technical School  
275 Lippincott Street, Toronto, Ontario, Canada

**Conducted by:** Board of Education, City of Toronto.

**Sponsored by:** Dry Cleaners Institute (Ontario).

**Subjects:** Spotting, wetcleaning, heavy (wool) finishing, silk finishing, textiles, Theory and practice.

**Duration:** (A) Day school, 2 years, includes general high school subjects; (B) evening course, one night a week all subjects.

**Dates:** (A) September through June; (B) October through March.

**Fees:** (A) None Toronto residents, \$350 year non-residents; (B) \$5 registration Toronto residents, \$15 non-residents.

**Eligibility:** (A) Grade VIII or equivalent; (B) employment in industry.

(Continued on page 118)

(Continued from page 117)

University of British Columbia, Extension Department  
Vancouver, B. C., Canada

**Sponsored by:** Vancouver Laundry, Dry Cleaners and Linen Supply Association.  
**Subjects:** Textile chemistry and spotting; theory and practice.  
**Duration:** 16 weeks, one evening a week.  
**Fees:** \$10.

Washington Technical High School  
2800 Montgomery Street, St. Louis, Missouri

Like Hadley Vocational Training School; for colored students

### Trade Schools and Colleges

Essex County Vocational and Technical High School  
300 North 13th Street, Newark 7, New Jersey

**Conducted by:** Essex County Board of Education.  
**Approved by:** Wholesale Dyers and Cleaners Association.  
**Subjects:** Related and technical drycleaning and spotting.  
**Duration:** 1 year.  
**Dates:** Fall and spring terms, 3 months each, 2 evenings per week.  
**Fees:** No fee for those who work or live in Essex County. For others, \$21 per term.  
**Eligibility:** (A) Bona fide apprentices in drycleaning establishments; (B) employees in drycleaning industry.

Hampton Institute, Division of Trades and Industries  
Hampton, Virginia

**Subjects:** Complete course in tailoring and drycleaning. Includes some academic subjects.  
**Duration:** 5 school years and 2 summers.  
**Dates:** Early September to end May; summer session middle June to middle August.  
**Fees:** Estimated expense for one college year \$850, including registration, tuition, activities, laboratory, room, laundry, meals, etc. Possibility of loans, part-time employment.  
**Eligibility:** High-school graduates.  
**GI approved.**

Los Angeles Trade-Technical Junior College  
Frank Wiggins Trade School  
1646 South Olive St., Los Angeles 15, California

**Conducted by:** Los Angeles Board of Education.  
**Subjects:** Drycleaning (fundamentals only), silk and wool finishing, spotting, wetcleaning; practice and theory. Fabric analysis, busheling.  
**Duration:** 10 months.  
**Dates:** About September 1 to June 30.  
**Fee:** Registration dues \$2, plus small fee for materials.  
**Eligibility:** Residents of Los Angeles area are given priority.  
**GI approved.**

North Georgia Trade and Vocational School  
Clarksville, Georgia

**Subjects:** Complete general drycleaning course. Spotting.  
**Duration:** 12 months.  
**Dates:** Enrollment at any time during year.  
**Fees:** None for Georgia residents; out-of-state students \$15 per month. Board, room and laundry \$41 per month.  
**Eligibility:** Minimum age 16, white. Both men and women, but no dormitory facilities for women. Out-of-state students eligible.  
**GI approved.**

Oakland Public Schools  
Laney Trade and Technical Institute  
240 East 10th Street, Oakland, California

**Conducted by:** Board of Education, Oakland.  
**Subjects:** Spotting, pressing, ladies' tailoring.  
**Duration:** Full school year of two semesters.  
**Dates:** Regular school term.  
**Fees:** \$2 registration per semester, except high-school and continuation students.  
**Eligibility:** Residents of Oakland or neighboring community.  
**GI approved.**

Oklahoma Agricultural and Mechanical College  
School of Technical Training  
Okmulgee, Oklahoma

**Sponsored by:** Oklahoma Association of Cleaners and Dyers, Dry Cleaners Institute of Texas, Kansas Cleaners and Dyers Association.  
**Subjects:** (A) General course: drycleaning, silk finishing, wool finishing, spotting and wetcleaning, and related subjects, practice and theory. (B) Short course: drycleaning, silk finishing, wool finishing, spotting and wetcleaning.  
**Duration:** (A) Five 16-week semesters; (B) each course 8 weeks, 8-hour day.  
**Fees:** (A) \$125 per semester. Out-of-state students \$72 additional per semester; (B) \$100 for each 8-week short course. Monthly \$5 rental books and supplies. Low-cost housing and meals available.  
**Eligibility:** Prerequisite for spotting and wetcleaning course only: drycleaning course or previous plant experience.  
**GI approved.**

Oregon Technical Institute  
School of Industrial Education  
Oretech, Oregon

**Conducted by:** Oregon State Board of Education.  
**Subjects:** (A) Drycleaning, spotting, wetcleaning, finishing, marking, assembling, all sidelines; practice and theory. (B) Drycleaning and finishing (silk, wool, household specialties); plant operation. (C) Spotting and finishing.  
**Duration:** (A) 12 months (four 3-month terms); (B) (C) 6 months (two terms).  
**Dates:** (A) Entrance twice per term; (B) spring term March 1953; winter term January 1954; (C) fall term September 1953; spring term March 1954.  
**Fees:** Per term: \$50 tuition, \$14 shop fee; out-of-state students \$10 extra.  
**Eligibility:** Minimum age 16 years.  
**GI approved.**

### Commercial Schools

Empire Institute of Tailoring  
422 East Fifth Street, Hazleton, Pennsylvania

**Subjects:** Tailoring, alterations, pattern designing.  
**Duration:** Each course 12 weeks, 25-hour week.  
**Dates:** Students accepted as openings occur.  
**Fees:** \$300. Cloth and supplies included.  
**Eligibility:** Male or female over 16 years.  
**GI approved.**

New England School of Dry Cleaning  
1755 Revere Beach Parkway, Everett, Massachusetts

**Subjects:** (A) Spotting practice and fundamentals of drycleaning; (B) advanced silk spotting; (C) management; (D) concentrated course.  
**Duration:** (A) 10 weeks, 2 evenings per week; (B) (C) 10 weeks, one evening per week; (D) 1 week full time.  
**Dates:** Fall, winter and spring classes.  
**Fees:** (A) \$100 plus \$10 for laboratory materials and supplies; (B) \$60 plus \$5 for laboratory materials and supplies; (C) \$65; (D) \$110.  
**Eligibility:** (A) (B) (D) No restrictions; (C) plantowners and managers.  
**GI approved.**

### Correspondence School

Hubbard Drycleaning and Dyeing School  
Silver Spring, Maryland

**Subjects:** (A) General course (for managers and owners). (B) Drycleaning. (C) Spotting. (D) Wetcleaning, bleaching and stripping. (E) Dyeing all materials. (F) Drycleaning and spotting. (G) Spotting and wetcleaning. (H) Drycleaning, spotting and wetcleaning. (I) Spotting, wetcleaning and dyeing. (J) Applied chemistry for garment cleaners.  
**Fees:** (First figure cash, second installment payments) (A) \$72.50, \$87.50. (B, C or D) \$32.50, \$38.50. (E or F) \$48.50, \$57.50. (G) \$38.50, \$48.50. (H or I) \$58.50, \$68.50. (J) \$50.00, \$62.50.



# Exhibitors

## EXHIBITOR

AA Laundry Machinery Co., 1110 S. Kedzie Ave., Chicago, Ill.	36
Adco, Inc., 900 W. Main St., Sedalia, Mo.	163, 164
Alrose Chemical Co., Box 1294, Providence 1, R. I.	142
American Cleaning Equipment Co. (Div. American Laundry Machinery Co.), Ross & Section Aves., Cincinnati 12, Ohio	501-508 601-604
American Drycleaner, 21 W. Huron St., Chicago, Ill.	151
American Hatters Supplies, Inc., 9 E. Harrison St., Chicago, Ill.	761
Anderson-Prichard Oil Corp., 1000 Liberty Bank Bldg., Oklahoma City, Okla.	64
Armstrong Machine Works, Three Rivers, Mich.	766
Arrow Mfg. Co., 2924 Terrace St., Kansas City, Mo.	963
Automatic Steam Products Corp., 140 W. 31st St., New York, N. Y.	961
L. Behrstock Co., 1708 S. State St., Chicago, Ill.	960
Benda Products, Inc., 120 Potter St., Cambridge, Mass.	168
G. H. Bishop Co., 621 S. Kolmar Ave., Chicago 24, Ill.	170
M. Blau Mfg. Co., 110 E. Yale Ave., Orlando, Fla.	270
Bock Laundry Machine Co., Factories Bldg., Toledo, Ohio	264, 266
Boston Clip & Tag Co., 48 Grove St., Somerville, Mass.	316
Bowser, Inc., 1302 E. Creighton Ave., Fort Wayne 2, Ind.	567
R. D. Bussard & Son, 505 E. Fifth Ave., Albany, Ore.	768
Butler Mfg. Co., 7400 E. 13th St., Kansas City 26, Mo.	551-556
Caled Products Co., Brentwood, Md.	16
Capital Poster Service, Inc., 307 Canal St., New York, N. Y.	8, 9 12, 14
Corman & Co., Inc., 70 Summit St., Brooklyn 31, N. Y.	11
Certified Chemical & Equipment Co., 5366 St. Clair Ave., Cleveland 3, Ohio	310, 312, 314
Chandler Machine Co., Ayer, Mass.	79, 81
Chevrolet Motor Div., General Motors Bldg., Detroit 2, Mich.	853
Chicago Dryer Co., 2210 N. Pulaski Rd., Chicago, Ill.	315, 317
E. L. Chrisman Co., Inc., Div. Fleetwood-Airflow, Inc., 8255 Compton Ave., Los Angeles, Cal.	966
Cincinnati Marking Tag & Supply Mfg. Co., 12 E. Ninth St., Cincinnati 2, Ohio	451, 452
W. M. Cissell Mfg. Co., Inc., 831 S. First St., Louisville 1, Ky.	651
Clayton Mfg. Co., El Monte, Cal.	313
Cleaners Hanger Co., 18140 James Couzens Highway, Detroit 35, Mich.	5
Cleaning & Laundry News, 370 Lexington Ave., New York, N. Y.	22, 23
Cleaning & Laundry World, 1114 First Ave., New York, N. Y.	54
Clear-View Packaging Co., 2636 S. Michigan Ave., Chicago 16, Ill.	60, 62
Colgate-Palmolive-Peet Co., 105 Hudson St., Jersey City 2, N. J.	131, 132
Columbia Appliance Co., 47-47 35th St., Long Island City 1, N. Y.	265
Columbia-Southern Chemical Corp., Fifth Ave. at Bellefield, Pittsburgh 13, Pa.	165
Cook Machinery Co., Inc., 4122 Commerce St., Dallas, Texas	565
The Cravenette Co., U. S. A., Eighth & Madison Sts., Hoboken, N. J.	563
Darco Dept., Atlas Powder Co., Delaware Trust Bldg., Wilmington 99, Del.	102, 309
Davies-Young Soap Co., 705 Albany St., Dayton, Ohio	259-262
Detrex Corp., 14331 Woodrow Wilson, Detroit 32, Mich.	65
Dicalite Div., Great Lakes Carbon Corp., 612 S. Flower St., Los Angeles 17, Cal.	70
Dodge Div., Chrysler Corp., 7900 Joseph Campau, Detroit, Mich.	37, 39
Dow Chemical Co., Midland, Mich.	35
E. F. Drew & Co., Inc., 15 E. 26th St., New York, N. Y.	762
E. I. du Pont de Nemours & Co., Inc., 10th & Market Sts., Wilmington 98, Del.	42
Eaton Chemical & Dyestuff Co., 1490 Franklin St., Detroit 7, Mich.	15
Emery Industries, Inc., 2504 Carew Tower, Cincinnati 2, Ohio	557, 559
Excelsior Machinery Co., 1452 Randolph St., Detroit 26, Mich.	139, 140
Fabric Laundry & Dry Cleaning Machinery Corp., 192 Banker St., Brooklyn, N. Y.	159
Filtral Corp., 727 W. Seventh St., Los Angeles 17, Cal.	101-a
Fletcher Works, Inc., Glenwood Ave. & Second St., Philadelphia 40, Pa.	453
Flexi-Mat Corp., 2249 Calumet Ave., Chicago 16, Ill.	653
Forse Equipment Corp., Anderson, Ind.	103
Foster-Stephens, Inc., 310 S. Christiana Ave., Chicago 24, Ill.	

## BOOTH NO.

## EXHIBITOR

Fry Brothers Co., 1728 Dana Ave., Cincinnati 7, Ohio	155
Fumal Corp., 49-65 Van Dam St., Long Island City, N. Y.	38
Furtex, Inc., 258 E. Third St., Mt. Vernon, N. Y.	138
Garment Dyers Guild of America, 818 Dorman St., Indianapolis 2, Ind.	162
Garment Finishing Equipment Corp., 18 Brattle St., Cambridge 38, Mass.	105, 106
Bill Glover, Inc., 5204 E. 15th St., Kansas City 1, Mo.	951, 953, 955, 957
Goldman Pressing Machine Corp., 400 W. Broadway, New York 12, N. Y.	166, 167
Gross Machinery Co., Inc., 179 Halbert St., Buffalo 14, N. Y.	701-708
The Guide, 316 Peachtree St., Atlanta, Ga.	27
Gustin-Kramer Co., 74 Cummington St., Boston 15, Mass.	112
Walter Haertel Co., 2840 Fourth Ave., S., Minneapolis, Minn.	44, 46
Hammond Laundry-Cleaning Machinery Co., P. O. Box 1160, Waco, Texas	108
Hatters Supply House, Inc., 404 S. Wells St., Chicago, Ill.	311
Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.	129, 130
Hoyt Mfg. Corp., Forge Rd., Westport, Mass.	72
Huebsch Mfg. Co., 3775 N. Halton, Milwaukee, Wis.	400-403
Huntington Laboratories, Inc., 900 E. Tipton St., Huntington, Ind.	967
Huron Milling Co., 9 Park Pl., New York, N. Y.	51
Identification, Inc., 550 W. Harrison St., Chicago 7, Ill.	267, 269

## BOOTH NO.



**VISIT  
BOOTH 40**

**THE  
NATIONAL CLEANER & DYER  
Starchroom Laundry Journal  
National Rug Cleaner**

Johns-Manville, 22 E. 40th St., New York 16, N. Y.	3, 4
Keever Starch Co., 538 E. Town St., Columbus 15, Ohio	562, 564
Keystone Aniline & Chemical Co., 321 N. Loomis, Chicago, Ill.	111
Kisco Boiler & Engineering Co., 2414 DeKalb St., St. Louis 9, Mo.	41, 43, 45
Kleenhamper, Inc., 710 Robin St., Greenville, Ill.	66, 68
H. Kohnstamm & Co., Inc., 83 Park Pl., New York 7, N. Y.	114, 115
Kwik-Kover Sales Co., 410 N. Kedzie Ave., Chicago 12, Ill.	134
W. A. Laidlaw Wire Co., Peoria 7, Ill.	158
R. Lally Co., 516 Kedzie St., Evanston, Ill.	24-a
Lamson Corp., Lamson St., Syracuse, N. Y.	17
W. T. Lane & Brothers, Inc., Poughkeepsie, N. Y.	123
Laundry & Cleaners Allied Trades Assn., 95 Liberty St., New York, N. Y.	26
Liberty Marking Tag Co., 27 Hooper St., Brooklyn, N. Y.	764
Lincoln Bag Co., 4200 W. Schubert Ave., Chicago 39, Ill.	765, 767
Lincoln Research, Inc., 3250 Monroe St., Toledo 6, Ohio	157
Loyal Textile Machinery, 286 Scholes St., Brooklyn, N. Y.	172
McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.	558

**PULL OUT**



W. M. CANNAN



W. R. DUNCAN



T. E. MILHOLLAND



HENRY BENOIT



DEL OLMSTEAD



FRED CRAMER



HENRI G. FOUSSARD



JOHN BRITTAI



HAROLD BENDER



BILL PALMER



BEN GINSBERG



TOM WATSON

#### THURSDAY, FEBRUARY 12

- 1:00-9:00 p.m. Registration, Statler Hotel
- 8:30 p.m. Get-Together Party and Dance, Grand Ballroom, Statler Hotel

#### FRIDAY, FEBRUARY 13

- 8:30 a.m.-
- 12:00 noon Registration, Statler Hotel
- 9:30 a.m. Convention Session, Grand Ballroom, Statler Hotel
- Presiding: Willard M. Cannan, President, NICD
- Showing of Film—"America the Beautiful"
- 10:00 a.m. Call to Order and Introduction of Board of Directors
- Willard M. Cannan
- "A Day at the Institute"—Willard M. Cannan
- "What's Ahead for Small Business?"—Merryle Stanley Rukeyser, Business Consultant and Lecturer
- "What's Ahead for the Drycleaning Industry?"—
- Panel
- Distribution—William R. Palmer, *THE NATIONAL CLEANER & DYER*
- Promotion—Ken Thomas, *The American Dry-cleaner*
- Consumer Acceptance—Si Krivit, *Cleaning and Laundry World*
- Production—Thomas Watson, *Cleaning and Laundry News*
- Productive Labor—Ben Ginsberg, *The Guide*
- 12:00-6:00 p.m. Opening of Exhibit, Municipal Auditorium
- Registration, Municipal Auditorium
- 2:00 p.m. Group Discussion Meeting, Municipal Auditorium
- Moderator: William B. White, Director of Industry Relations, NICD
- William R. Palmer
- Ken Thomas
- Si Krivit
- Thomas Watson
- Ben Ginsberg
- 9:30 a.m.-
- 5:30 p.m. Ladies Day Program
- Tour of Cleveland, starting from Statler Hotel
- Luncheon at Wade Park Manor
- Cocktail Party and Style Show, Ballroom, Statler Hotel



W. CLAY HARDIN



CHARLES W. BROWN



DR. DOROTHY S. LYLE



GEORGE P. FULTON

# PROGRAM

**44th Annual Convention and Exhibit**  
**National Institute of Cleaning and Dyeing**  
**Cleveland, Ohio**

**February 13, 14 and 15, 1953**

- 6:00 p.m. Cocktails and Dinner, NICD Alumni Society, Ohio Room, Statler Hotel  
 8:30 p.m. Convention Session, Statler Hotel  
 Presiding: Henry Benoit, Vice President, NICD  
 Showing of Film—"The Disciplined Story"  
 Dramatic Presentation—"Is the Drycleaning Industry Being Washed Away?"  
 Produced by NICD, presented by Dr. Dorothy S. Lyle, Director of Consumer Relations, NICD

## SATURDAY, FEBRUARY 14

- 8:30 a.m. Registration, Statler Hotel  
 12:00 noon Registration, Statler Hotel  
 5:30 p.m. Registration, Municipal Auditorium  
 9:30 a.m. Convention Session, Grand Ballroom, Statler Hotel  
 Presiding: T. E. Milholland, Past President, NICD  
 Showing of Film  
 10:00 a.m. "Public Relations—the Priceless Profit"—Jay Archer  
 Kiss, Sales and Management Consultant  
 "Selling—Here's How"—Panel  
 Harold Bender, Swiss Cleaners, Indianapolis, Indiana

Henri Faussard, Model Launderers and Cleaners, St. Paul, Minnesota  
 "Training by Seeing—and Doing"—NICD Film, presented by Charles W. Brown, Management Engineering Department

- 10:30 a.m. Exhibit, Municipal Auditorium  
 2:00 p.m. Group Discussion Meeting, Municipal Auditorium  
 Moderator: Charles W. Brown, Management Engineering Department, NICD  
 7:00 p.m. Banquet, Floor Show and Dance, Carter Hotel

## SUNDAY, FEBRUARY 15

- 9:00 a.m. Registration, Statler Hotel  
 12:00 noon Registration, Municipal Auditorium  
 5:30 p.m. Exhibit, Municipal Auditorium  
 9:30 a.m. Convention Session, Grand Ballroom, Statler Hotel  
 Presiding: Walter Duncan, Secretary-Treasurer, NICD  
 Showing of Film  
 10:00 a.m. "The Charged System—Past, Present and Future"—George P. Fulton, Director of Research, NICD  
 "Charged System Cleaning—the Practical Side"—Panel  
 Del E. Olmstead, Teasdale Cleaners, Cincinnati, Ohio  
 Fred Cramer, Cramer's Master Cleaners, Elgin, Illinois  
 Ralph Ackerman, Klean Rite Cleaners, Peoria, Illinois  
 John Brittain, Park Cleaners, Monterey Park, California  
 "How To Make Lambs Out of Lions"—W. Clay Hardin, Chief Analyst, NICD  
 2:00 p.m. Group Discussion Meeting, Municipal Auditorium  
 Moderator: George P. Fulton, Director of Research, NICD  
 2:30 p.m. Annual NICD Business Meeting, Grand Ballroom, Hotel Statler  
 Drawing for attendance prize



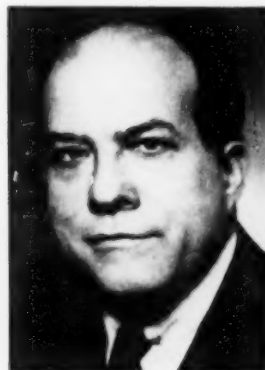
SI KRIVIT



KEN THOMAS

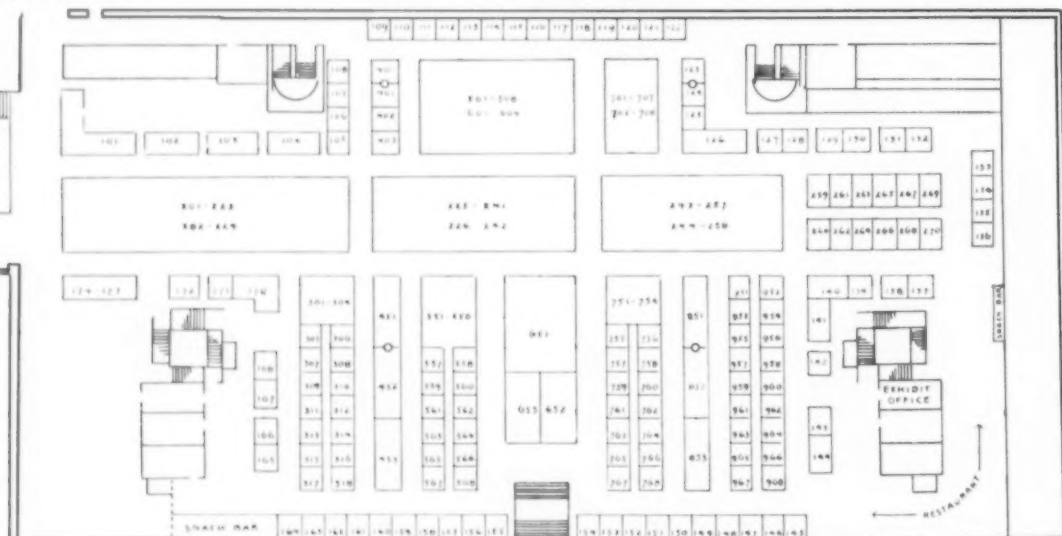


JAY ARCHER KISS



M. S. RUKEYSER

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
M. & L. Supply Co., 595 S. Main St., Akron, Ohio	268	Sec-O-Matic Corp., 55 La France Ave., Bloomfield, N. J.	101
Manitowac Cotton Goods Mfg. Co., 909 York St., Manitowac, Wis.	148, 149	Sellers Engineering Co., 4876 N. Clark St., Chicago, Ill.	20, 21
Manitowac Engineering Corp., 510 S. 16th St., Manitowac, Wis.	145, 146, 147	Shields Engineering & Mfg. Co., 277 E. 156th St., Cleveland 10, Ohio	566, 568
Martin Equipment Div. (American Laundry Machinery Co.), Ross & Section Aves., Cincinnati 12, Ohio	173, 174	X. S. Smith, Inc., P.O. Box 27 1/2, Red Bank, N. J.	968
Medalie Mfg. Co., 213 First Avenue N., Minneapolis 1, Minn.	6	Southern Mills, Inc., 585 Wells St., S. W., Atlanta, Ga.	31, 33
Mehl Mfg. Co., 2057 Reading Rd., Cincinnati 2, Ohio	962, 964	Speed Check Co., Inc., 542 Courtland St., N. E., Atlanta, Ga.	2
Mercury Cleaning Systems, Inc., 549 W. Washington Blvd., Chicago 6, Ill.	127, 128	Speed Products Co., Inc., 32-01 Queens Blvd., Long Island City, N. Y.	160
Merson Products Co., 15 Greene St., Jersey City, N. J.	154	Spix Products Co., 119 Dahlem St., Pittsburgh 6, Pa.	30
Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 1, Minn.	1	Stadham Co., Inc., 1831 N. 20th St., Philadelphia 21, Pa.	119, 120
National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.	40	Standard Laundry & Cleaning Machinery Co., 6900 Maple Ave., Dallas, Texas	143, 144
National Institute of Cleaning & Dyeing, Silver Spring, Md.	71, 73, 75	Starchroom Laundry Journal, 304 E. 45th St., New York 17, N. Y.	40
National Marking Machine Co., 4026 Cherry St., Cincinnati 23, Ohio	61, 63	Steele Canvas Basket Co., Inc., 199 Concord Turnpike, Cambridge 40, Mass.	152
National Rug Cleaner, 304 E. 45th St., New York 17, N. Y.	40	Sterling Supply Corp., 1-35 Porter St., Philadelphia 48, Pa.	137
Newhouse Co., 1247 E. Colorado Blvd., Glendale 5, Cal.	141	R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Ill.	104, 171
New York Pressing Machinery Corp., 880 Broadway, New York 3, N. Y.	852	Stry-Lenkoff Co., 817 E. Market, Louisville, Ky.	107
Nu-Pro Mfg. Co., 2918 Washington, St. Louis 3, Mo.	19	Takamine Laboratory, Inc., 193 Arlington Ave., Clifton, N. J.	113
Olson Filtration Engineers, Inc., 1624 N. Kilbourn Ave., Chicago 39, Ill.	139, 140	Textile Marking Machine Co., Inc., 246 Walton St., Syracuse 2, N. Y.	28, 29
Pabst Sales Co., 221 N. LaSalle St., Chicago 1, Ill.	117	Troy Laundry Machinery Div. (American Machine & Metals, Inc.), East Moline, Ill.	560
Pantex Mfg. Corp., P. O. Box 660, Pawtucket, R. I.	243-257, 244-258	Unipress Co., Inc., 2800 Lyndale Ave. S., Minneapolis 8, Minn.	301-304, 305, 306, 307, 308
Para-Lux Products Co., 4200 W. Schubert Ave., Chicago, Ill.	763	United Brass Works, Inc., 1589 Atlantic Ave., Brooklyn, N. Y.	121, 122
Parker Boiler Co., 2035 E. 37th St., Los Angeles 58, Cal.	135, 136	U. S. Hoffman Machinery Corp., 105 Fourth Ave., New York 3, N. Y.	201-223, 202-224, 50
Paulin Products Co., 4444 Lawndale Ave., Lyons, Ill.	52	United Vacuum Appliance Corp., 150 S. Central Ave., Connerville, Ind.	133
Pellerin Milnor Corp., 8000 Edinburgh St., New Orleans, La.	40-a	Universal Match Corp., 1501 Locust St., St. Louis 3, Mo.	10
Pennsylvania Salt Mfg. Co., 1000 Widener Bldg., Philadelphia 7, Pa.	118	Vic Cleaning Machine Co., 1313 Hawthorne Ave., Minneapolis, Minn.	952, 954, 956, 958
Phoenix Products Co., 4715 N. 27th St., Milwaukee 16, Wis.	124, 125	Waldorf Paper Products Co., 2250 Wabash Ave., St. Paul, 4, Minn.	153
Pittsburgh Tag Co., 1112 Galveston Ave., Pittsburgh 33, Pa.	965	Wallerstein Co., Inc., 180 Madison Ave., New York, N. Y.	169
Practer & Gamble, P. O. Box 599, Cincinnati 1, Ohio	156	Warco Laboratories, 1638 W. Vernon Ave., Los Angeles, Cal.	109
Prosperity Co., Inc., 701 Nichols Ave., Syracuse, N. Y.	225-241, 226-242	Western Laundry Machinery Co., 420 E. 10th St., N. Kansas City, Mo.	263
Quality Products Co., 5760 Grand Ave., Chicago 39, Ill.	161	Western Laundry Press Co., 619 S. Fifth West St., Salt Lake City, Utah	751-754, 755, 756
Rassentass Bag Co., 1904 Grove St., Glenview, Ill.	110	Whitehouse Nylon Products, 360 Furman Ave., Brooklyn 2, N. Y.	69
Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.	126	Wichita Precision Tool Co., 450 N. Seneca, Wichita, Kans.	758, 760
Rema Corp., Ruby St., Norwalk, Conn.	318	Wilbert-Miller Co., 2185 E. 14th St., Cleveland 15, Ohio	757, 759
Resillo Co., 2328 W. Nelson St., Chicago, Ill.	561	A. L. Wilson Chemical Co., 38 Passaic Ave., Kearny, N. J.	150
Riverside Mfg. Co., 4919 Connecticut St., St. Louis 9, Mo.	53, 55	Wyandotte Chemicals Corp., Wyandotte, Mich.	959
Root & Co., Inc., 11 Ionia Ave., S.W., Grand Rapids, Mich.	126-a	L. A. Young Spring & Wire Corp., 9200 Russell St., Detroit 11, Mich.	56
Rosenthal Mfg. Co., 5035 N. Kedzie Ave., Chicago, Ill.	116		
L. A. Saloman & Bros., 216 Pearl St., New York, N. Y.	18		
Fred H. Schaub Engineering Co., 2110 S. Marshall Blvd., Chicago, Ill.	851		





## SUCCESS STORY 1932-1952



Beginning their 21st year as a charter Sanitone licensee, Pope and Arthur Lifsey of Lifsey Dry Cleaning Co., Montgomery, Alabama, receive coveted award. (Left to right) Les Francis, Director of Advertising,

Emery Industries, Inc., Arthur Lifsey, Bill Leonard, Sanitone Engineer, Pope Lifsey, Bill Boyd, Sales Manager, Sanitone Division, Emery Industries.

## Pope Lifsey, in Discussing His 20-Year Experience With Sanitone Said,

"Sanitone is and always has been the only really scientific way to clean clothes. It produces consistent results. I'm sure that's why the people of Montgomery have always said we were the best dry cleaners in Montgomery. Besides, whenever I want to check my advertising, or make a change in our plant, I always talk to my Sanitone Engineer. His experience working with Sanitone plants is a big help."

Lifsey's, the oldest Sanitone Dry Cleaner, along

with almost 1300 dry cleaners throughout the United States and Canada and as far away as New Zealand, know the value of the Sanitone Program. They depend upon its better cleaning at lower costs, coupled with local and national advertising to build volume... increase profits.

Progressive dry cleaners who insist on quality work and need a plan to help them get and hold more business, are invited to write for details.



# DRY CLEANING SERVICE

Division of Emery Industries, Inc.

Cincinnati 2, Ohio

# BRINGS YOU PRESSING THAT IS *20 ways...*

## ✓ PULL-OUT GARMENT RAILS

Saves steps! One rail supports unpressed work, the other holds hangers for finished work.

## ✓ COOLER TO OPERATE—Steel cover plate over Y-piece shields presser's face and chest from press head heat.

## ✓ IMPROVED TABLE-FRONT INDENT—More work surface with less chance for knee bruising.

## ✓ HYDRAULIC SHOCK

**ABSORBER**—Cushions away oldtime jar, jolt and rebound. Smooth silent head openings always.

## ✓ FINGER-TIP HEAD RELEASE

Releases head swiftly for new pressing ease, higher production.

## ✓ POWERFUL VACUUM

**DRYING**—Garments are dried fast and hold their press. Longer life for pads and covers.

## ✓ FAST, SNAPPY ACTION

Spring counter-balanced system saves effort, speeds work. Ideal for female help.

## ✓ BUILT-IN HEAT INDICATOR

Shows right heat for all fabrics (sensitive synthetics as well as woolens). In full view—ends do-overs.

## ✓ NEW DESIGN PRESSURE

**ADJUSTMENT**—Just "dial" it to suit the fabric. No stooping, bending or tools needed.

## ✓ STURDIER TABLE SUPPORT

Smoothly rounded and strongly braced over longer span. No sag—no tip.

## ✓ EXACT, EVEN PRESSING

Head support is hinged at wider interval. Pressure is uniform over entire buck.

## ✓ FLEXIBLE STEAM HOSE

Less maintenance, no repacking, binding or steam leaks.

## ✓ LARGER MAIN PEDAL—Steps up production with positive, sure-tread action. Avoids slippage and ankle aches.

## ✓ BROADER BOX FRAME

Designed for enduring duty. Better distribution of applied pressure. More rigidity in buck and table.

## ✓ CURVED BACKBOARD—Gives 2 to 3 inches more work space. Eliminates those clutter-collecting corners.

## ✓ BETTER PEDAL SET-UP

Vacuum and steam pedals in easy reach, without interfering with main pedal.

## ✓ EASIER ACCESS TO LEVER SYSTEM—Helps make inspections and adjustments faster and easier for better production and good maintenance.

## ✓ MODERN STREAMLINED

**APPEARANCE**—Brings out the best in your pressers—promotes new pride in their work.

## ✓ LIFETIME TABLE TOP

Easy-to-keep-clean plastic surface—resists scratches, stains... can't snag, splinter or burn.

## ✓ RECESSED BUCK SUPPORT

You can bring work right around below the buck. Clear area—no rumpling or catching.

TOPS IN VALUE

... SINCE 1905



# Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

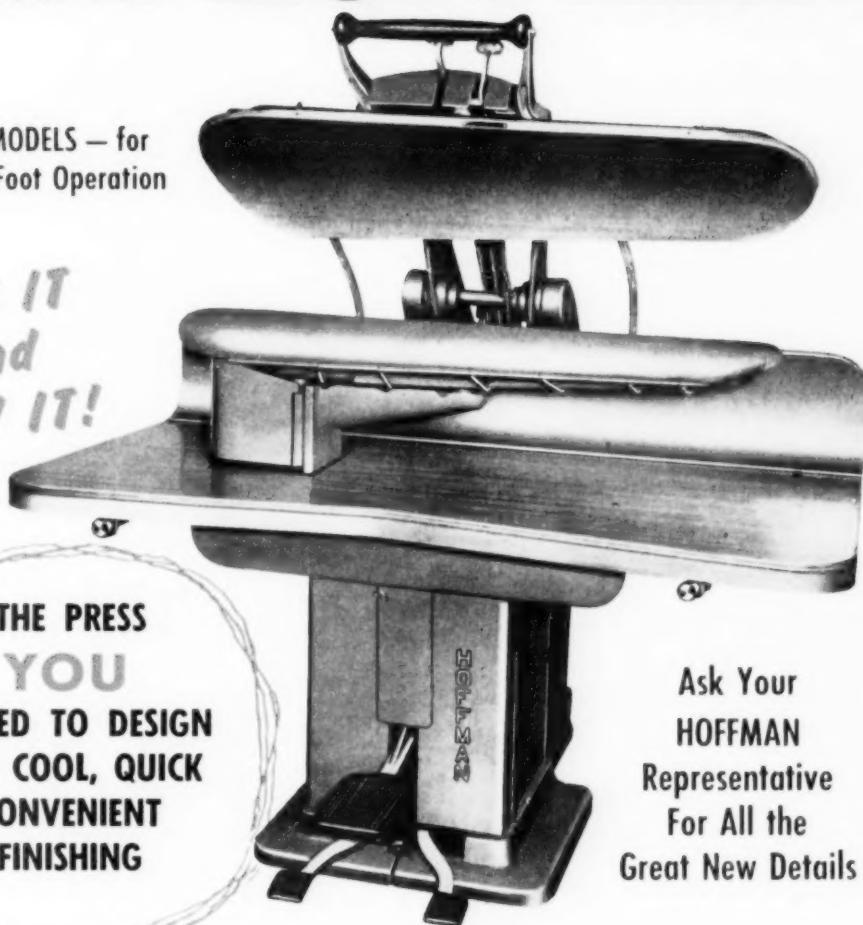
**BETTER!  
THRIFTIER!  
MORE PROFITABLE!**

the great new **HOFFMAN**

ALL MODELS — for  
Air or Foot Operation

*SEE IT  
and  
TRY IT!*

THE PRESS  
YOU  
HELPED TO DESIGN  
FOR COOL, QUICK  
CONVENIENT  
FINISHING



Ask Your  
HOFFMAN  
Representative  
For All the  
Great New Details

TOPS IN VALUE

... SINCE 1905



**Hoffman**

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

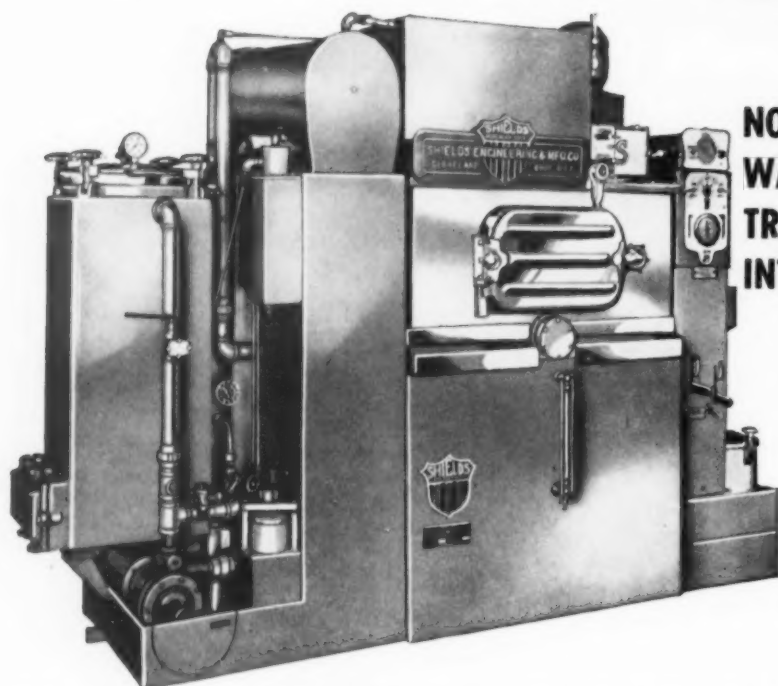
For February, 1953

When writing to advertisers please mention The NATIONAL CLEANER & DYER

125

*Recognized for  
Top Production  
and Greater Profits*

**SHIELDS**  
SYNTHETIC  
DRY CLEANER  
WITH RECOVERY



**NOW HAS  
WATER REPELLENT  
TREATMENT INCORPORATED  
INTO OPERATING CYCLE**

A Special Attachment, requiring from 6 to 10 minutes operating time, is available on all new machines as well as for all Shields R-51 and R-51A Models now in use.

The same attachment can be used with moth proofing or for independent soap batch runs. Solutions are used over and over again, giving further economy in the operation of the Unit.

## **PLUS ECONOMY OF SPACE, TIME AND LABOR**

Easy Operation—Washes, Drains, Extracts, Recovers Solvent and Dries Garments in Continuous, Automatic Cycle—while operator does other useful work.

Remember, with SHIELDS R-51A AUTOMATIC CHAMPION PERCHLOR UNIT Garments Go in Dry and are Taken out Dry.

### **MANY OUTSTANDING FEATURES**

- ★ 50-pound load capacity.
- ★ 40-minute cycle.
- ★ Washer, cylinder, condenser of Monel metal with bronze fittings.
- ★ Vibration-proof construction.
- ★ 1800 GPH Continuous filtration.
- ★ 40-GPH Independent distillation.
- ★ Simplified, easy filter change. Muck taken out dry.
- ★ 2 1/2" dump valve.
- ★ Injector emulsifies soap and solvent.
- ★ Economical, foolproof and automatic operation.
- ★ Extra reserve tank for rinsing and balancing solvent in system.
- ★ All parts easily accessible without dismantling unit.
- ★ Rugged, compact unit operates quietly under critical load conditions.
- ★ A PRIZE PACKAGE delivered completely assembled—34" x 88" x 78" high—enters through 35" door opening.

**COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING.  
NO INCREASE IN PRICE!**



*Shields*

**ESTABLISHED 1915**

**ENGINEERING AND  
MANUFACTURING CO.**

273 EAST 156th ST. • CLEVELAND 10, OHIO



# How

*to sell additional cleaning services*

(SEE INSIDE)

# Lincoln Quality Packaging...

## FREE! a sketch to your own requirements!

Send us one of your present garment delivery bags together with your letterhead or other pertinent advertising material that will be helpful in developing the design. Tell us the kind of sales message you have in mind. Our experience and service, which is yours at no extra cost, will develop an original design for your consideration. There is no charge for this service.



*... sells extra services and builds good will!*

Lincoln garment delivery bags help you sell extra services, such as: cleaning, pressing, mothproofing, storage, etc. Your *personalized* advertising message in a Lincoln design will be attractive and will produce more business for you!

*Get samples from your jobber or from us!*



the garment storage bag  
that's proof of top quality  
cleaning service!

Moths can't read calendars—  
mothproofing is an  
all year business!



Any season is open season for moths! Keep telling your customers how important it is to get their garments and woollens to you for cleaning, demothing and safe protection against moth damage, soil and fading. If they want their garments and woollens back to them at once, you can return them sealed in Moth Seal storage bags; if they want you to store them in your vault, then you can make delivery in Lincoln's garment delivery bags...thus assuring your customers that your service gives them complete protection from start to finish. Moth Seal service is a year 'round service!

*A. R. Kohl*  
President

Both styles furnished in extra width in 42, 54 and 60 inch lengths for garments, and in a special 20 1/4 x 30 x 4 1/4 size—for blankets, pillows, draperies, etc.



#### DE LUXE STYLE

Deluxe Winda style equipped with patented Fadeproof Winda (the only Winda used in storage bags that excludes all light and prevents fading).



#### STANDARD STYLE

Standard Cedar Grain style made without Winda.



# Lincoln Bag Company, Inc.

## Para-Lux Products Company

4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

Makes  
every drycleaner  
a zipper  
repair expert



# SNAG-PRUF

U. S. PATENT NO. 2,495,176

the remarkable new zipper  
.....

WITH REMOVABLE SLIDER

that acts as an emergency release!®

Instant replacement of sliders broken  
in processing or pressing. Speeds repair  
of jammed zipper or broken sliders.

Replaceable on all makes of zippers  
without special tools.

SNAG-PRUF—the only zipper with the emergency re-  
lease has been truly acclaimed as America's greatest  
zipper achievement . . . opens magically, separates  
and unsnags without damage.

*For complete data on how you too can profit  
from Snag-Pruf ask your jobber or write:*



# ARROW

MANUFACTURING COMPANY

2924 Terrace St.

Kansas City 8, Mo.



Are you "PRESSED"  
with PRESSING PROBLEMS?  
Convert to Air  
NEW YORKER  
"Convair"

... WATCH YOUR  
PRESSING PROBLEMS  
**EVAPORATE**

Convair—converts any make,  
any model Foot Press in your  
plant to a fast, efficient  
Air Operated Press

Convair . . .  
results in down-to-earth  
Savings of TIME,  
LABOR and MONEY!

LOW PRODUCTION  
MANPOWER  
SHORTAGE  
OPERATOR  
FATIGUE  
BOTTLE NECKS

POOF!



The Convair is easily attached in two hours—\$300 puts  
your plant in tune for increased production, finer quality  
work, happier pressers—and greater profits.  
That's not the whole story, of course—  
a New Yorker representative will  
be glad to tell you more.

Write for our new Presentation Catalog  
showing over 300 models made by  
the world's largest maker of Foot and  
Air Operated Pressing Machines.

See Us in Booth 852 at the Convention!

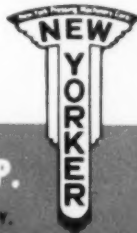
**NEW  
YORK**

AGENTS IN  
ALL PRINCIPAL CITIES

**PRESSING MACHINERY CORP.**

880-885 Broadway (Cor. 19th St.) • N. Y. 3, N. Y.  
Paterson, N. J.—Factories—New York, N. Y.

"Builders of Better Pressing Machines For Over 40 Years"



New York Pressing Machinery Corp.  
880 Broadway, N. Y. 3

Please send me FREE Illustrated  
Catalog, Price List and Nearest  
Dealer.

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Zone \_\_\_\_\_

State \_\_\_\_\_

NCD 2-53

# Cleaning



Queen of the month  
JOYCE M. YERKE  
Miss Connecticut 1952,  
Miss TV 1951.

## **How can you get brighter colors and snowy white work from a charged soap system?**

Here's the answer, as reported in the National Institute of Cleaning and Dyeing Bulletin T-272. According to NICD laboratory tests, much of the objectionable graying comes from bleeding and fugitive dyes that accumulate in the solution . . . rather than from soil redeposition. Adding activated carbon to the system brought about a sudden substantial decrease in graying.

*fit for a queen!*

**DARCO DC**

**HELPS CHARGED SOAP SYSTEMS  
CLEAN WHITER AND BRIGHTER**

**All leading soap manufacturers  
recommend Blue Label DARCO DC**

Leading soap manufacturers unanimously recommend Blue Label DARCO DC in charged soap systems:

"When the soap solution accumulates dye, remove the excess color with DARCO. DARCO is the best specific for adsorbing free fatty acid and dyestuff without appreciable loss of soap."

"We recommend approximately 1 pound DARCO per 1000 gallon filter capacity. This is used for one day's operation."

"About 1 pound of DARCO for each hundred gallons of solvent will control the color of the solvent satisfactorily."

**a little DARCO DC removes a lot of color**

Impartial tests of DARCO DC and other nationally advertised filter powders demonstrate that even in small dosages, DARCO DC adsorbs practically all traces of bleeding dyes. The other powders, however, removed only a fraction as much color as DARCO DC.

**and that's not all!**

DARCO DC adsorbs 2 to 10 times more fatty acids than other powders. And it saves soap and solvent, too; other powders remove more than twice as much soap . . . retain up to twice as much solvent.

For the best combination of all desirable filter powder qualities—choose Blue Label DARCO DC. And for best results in charged soap systems, or any other dry cleaning process, use DARCO DC once a day EVERY DAY.

**DARCO DC removes  
more fatty acids!**

% fatty acid removed  
in 1/2 hr. from natural  
dirty solvent contain-  
ing 0.37% fatty acid.

**DARCO**  
36.0%



**POWDER A**  
25.0%



**POWDER B**  
3.4%



**POWDER C**  
5.1%



This new folder gives detailed  
recommendations by soap manu-  
facturers on the use of DARCO DC  
in charged soap systems. Send  
for your copy today!



PAT. U. S. PAT. OFF.

**DARCO DEPARTMENT**

**ATLAS POWDER COMPANY**

Darco General Sales Offices

60 EAST 42ND STREET, NEW YORK 17, N. Y.

ATLAS POWDER COMPANY, CANADA, LTD., BRANTFORD, CANADA

# HILD EQUIPMENT

## for Rug, Carpet and Upholstery Cleaning

### HILD Shower-Feed Rug & Carpet SHAMPOO MACHINES



Only HILD has the patented SHOWER-FEED BRUSH

Available in the three types pictured here . . . all for use with the patented HILD Shower-feed Brush. Shower-feed shampooing greatly improves workmanship, and at the same time cuts soap costs as much as one-third! Shampoo solution is fed to the back of the Shower-feed Brush . . . then passes through holes penetrating the brush back between each row of bristles. Every square inch gets the same amount of solution and shampoo action . . . just enough for thorough cleansing with no waste.

HILD Machines are designed with many time and trouble saving features like the HILD Safety Switch and handles adjustable to operator's height. Their sturdy dependability has been proved in use over 25 years.

HILD Portable-tank type Shower-feed Shampoo Machine carries 3 gallons shampoo solution in tank on adjustable handle. Ideal for on-location work.

HILD Combination Shower-feed Shampoo Machine for use anywhere . . . in the plant or on location. Adjustable handle.

HILD Plant-type Shower-feed Shampoo Machine connects through one hose to overhead soap storage tank, and through other hose to rinse water supply. Both soap and water are constantly "on tap" . . . controlled by 3-way cock in adjustable handle.

### HILD Portable RUG BEATER

A highly efficient, low cost rug beater. Beats 9 x 12 rug in 5 to 10 minutes. Twenty-three sturdy straps attached to rotating shaft deliver over 20,000 "beats" per minute. Vacuum dust collector. Handle adjustable to operator's height.



### HILD All-Auto-Matik UPHOLSTERY Shampoo Machine

No more hand scrubbing . . . no more hand pumping! Electric power takes the place of "elbow-grease." Motor-driven applicator brush weighs only 5½ pounds. Flow of solution controlled by self-closing valve operated by either right or left hand. Shampoo solution is fed through 20-foot plastic hose to brush under air pressure automatically maintained by built-in compressor.



See it in Action  
at **BOOTH**  
**129-130**  
**NIDC CONVENTION**  
Cleveland, Ohio,  
February 13-15

### HILD Wet-and-Dry Heavy-Duty Portable VACUUMS

No filter to change, no "preliminaries" to remember when switching back and forth between dry vacuuming and wet pick-up work. Moisture or dust in the vacuum air stream can cause no damage to the specially designed HILD Bi-Pass Motor. The HILD Vacuum is ideal for on-location carpet and upholstery shampooing. Plants with stationary vacuum systems use the HILD Vacuum as a "stand-by" during peak seasons.

Also performs scores of plant clean-up jobs. Two sizes . . . 10 and 40 gallon liquid capacity.



**COME and SEE US WHEN IN CHICAGO**  
Inspect our modern factory and demonstration rooms only one mile west of the "Loop."  
**HILD FLOOR MACHINE CO.**  
740 W. Washington Blvd.,  
Chicago 6, Ill.







*Bill Glover*

**Revolutionizes  
SPOTTING**

with the  
**NEW "No Heat"**  
**Fluid Spotting Unit**  
for Prespotting  
and Finish Spotting

Only  
**\$12500**

F.O.B. Kansas City

**SAFER . . . FASTER . . .**  
**FOOL PROOF . . . with**  
**NO DANGER of heat**  
**damage or stain setting**

**NO HEAT — GREATER FLUSHING POWER.** The new Bill Glover Fluid Spotting Unit atomizes a combination of compressed air and any fluid. It has just as much flushing and penetrating power as steam, without heat disadvantages. You can remove spots that steam can't, because you can continue flushing.

**PRE-SPOTTING.** Mix soap, solvent and water, then pour mixture into tank. (Proper mixture of any products supplied on request). Pre-mixing increases production over 25%, because it permits one shot operation instead of steaming first and then spraying with soap. Soil removal is more effective, because pre-spotter is flushed through—not just sprayed onto spot. Hanging and drying time is eliminated. No more rings—with pre-spotter covering wetted area. The entire operation is performed with fluid at room temperature. You can count on better than 90% removal of oil- and water-soluble spots—and you actually save on Pre-spotting Soap.

**FINISH SPOTTING.** Use water only. Though the new "no heat" Glover Unit does more than steam alone, it can be combined with steam, from the spotting board, by a simple connection, to activate chlorine, peroxide and sodium bleaches. Steam may be used on light

perspiration but the Fluid Unit is better for heavy perspiration as continuous flushing may be followed without heat damage. The new unit is particularly effective in spotting synthetic fabrics in which perspiration is mixed with sizing. Unidentified spots can be flushed without worrying about setting stains or bleeding colors. Also ideal to flush out rust removers, acids and hydro-sulphite bleaches which have a bad reaction to heat. The average spotter will find the new unit so superior he will use it 80% of the time—steam only 20%.

**OTHER USES.** May be used to spray sizing, flame proofing, moth proofing and other solutions with better penetration and distribution than heretofore possible.

**ELECTRICALLY CONTROLLED.** Operates with push button switch on the gun—complete freedom to step on spotting board pedals or to step away from board for slick rail spotting. Controlled mixture of air and fluid. Tank is connected to compressed air line.

**THOROUGHLY TESTED.** Bill Glover engineers have tested the new Fluid Spotting Unit in a number of plants, and under varied conditions, for over a year. The unit now is presented as the greatest improvement since Bill Glover introduced steam spotting.

**See Your Jobber  
or Write or Call . . .**

*Bill Glover* **INCORPORATED**  
3204 Truman Road Kansas City 1, Missouri

# WHAT is the **RELIABLE** answer to FUR Cleaning and Storage?

## 1. PLANNED Fur Cleaning?

A "RELIABLE" Fur Cleaning Installation means WOOD-LINED Fur Drums (a size to meet any requirement), Vac-u-Beater Tables and your choice of Glazing equipment. IT COSTS LESS TO BUY THE BEST... when it's "RELIABLE"!

## 2. INDIVIDUALIZED Fur Storage?

We will design and plan your FUR and Garment Storage Vault *specifically* to suit your needs—regardless of size—from blueprint to completion. There is no guesswork about it since two generations of leadership are your "RELIABLE" guarantee of satisfaction.

## 3. "PACKAGE UNIT" Fur Storage?

Here is a compact, *economical* installation—an *all-purpose* vault conditioner to cool, dehumidify, fumigate and ventilate any size storage vault. Remember, that "RELIABLE" was the originator of this modern unit that will help you take advantage of storage profits at once.



The "ANSWER MAN"... Mr. Harold Friedman,

General Sales Manager, (pictured above), will gladly give you the CORRECT answers to your FUR Cleaning and FUR Storage problems, without obligation.

Send us the answer,  
RELIABLE...

- ☐ for FUR Cleaning
- ☐ for Individualized Storage
- ☐ for "Package Unit" Storage

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

☐ Send a Field Representative

YOU CAN RELY ON  
**RELIABLE**

**Reliable FUR Storage Equipment Co.**

DIVISION OF

**RELIABLE MACHINE WORKS, Inc.**

231 EAGLE ST.

BROOKLYN 22, N. Y.

*A Complete  
Package  
for YOU!*

**fabricare**  
U.S. Pat. Reg. Pending

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REJUVENATES GARMENTS  
TO LOOK NEW AGAIN

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REJUVENATES YOUR BUSINESS

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REJUVENATES YOUR PROFITS

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The amazing process for better garment-finishing through injecting into the steam life-giving essential textile oils

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Result: No more stubborn, dry wrinkles—faster production—magnificent quality finishing—increased volume—more satisfied customers for you

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Provides a complete and intelligent national consumer advertising and merchandising program for you, the exclusive franchise-holder



Look into this "Complete Package" Today  
... Write for complete information NOW!

**FREE DEMONSTRATION AT YOUR CONVENIENCE — Write today!**

A few choice territories still available for experienced representation!

**fabricare**  
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**chemical corporation**

920-930 East 43rd Street

Phone KENwood 8-2222

Chicago 15, Illinois

"Manufacturers of chemical products for the dry-cleaning industry"



**Which bag sells the neighbors?**

No question about it. Big, colorful garment bags  
printed with your name hit your prospect's eye... tell and sell.  
Every delivery is an endorsement too. People notice  
your name on bags, know you're the cleaner  
their neighbor prefers.



**International Paper** COMPANY

SOUTHERN KRAFT DIVISION

220 East 42nd Street, New York 17, N. Y.



## ***Hatch Your Plans Now...***



## ***for BIGGEST EASTER EARNINGS!***

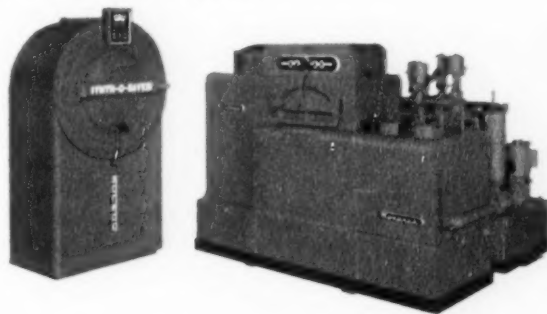
Less than sixty days away is one of your greatest business-building seasons . . . Easter season. As you well know, most people will not take action on their Easter drycleaning until the last minute. But with the Detrex Process this last minute rush offers you a golden opportunity . . . here are the facts.

With the flexibility and production capacity of the Detrex Process, you can feature fast service. But just as important, quality with the Detrex Process is top notch whether you give one-hour or one-day service . . . and service *plus* quality is a combination that can't fail to keep new customers. You can steal the Easter parade from other drycleaners who cannot meet the demand and then keep this business-building volume throughout the year . . . we'll gladly show you hundreds of Detrex owners who have proved our point.

Now, at your option, the Detrex Process can incorporate the two-bath method of using

3% to 4% strong soap-solvent solution. There is no other method that can match it for quality. Neither can it be matched for low initial cost or for low operating cost. By reducing spotting to a minimum, by practically eliminating wet cleaning, the Detrex Two-Bath Process also will make the Easter rush even easier to handle . . . and a lot more profitable by making your Easter volume your regular volume throughout the year.

If you act soon there is still time to be ready for Easter and a great new profitable volume. To get complete facts on how you can feather *your* nest with Easter earnings, fill out the coupon on the next page or drop a note to DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. F-5



# DETREX

*The Process that Shaped the Industry*

# Synthetic DRYCLEANING News

PUBLISHED BY  
DETREX CORP., DETROIT 32, MICH.

## Owners Report Results of



## NEW DETREX TWO-BATH PROCESS

Enthusiastic reports from users of the new Detrex Two-Bath Process are streaming in from all over the country. The consensus is that there is no other cleaning method available that can match it.

From Massachusetts in New England; from the East, New York and New Jersey; from Michigan, Ohio and Illinois in the Midwest as well as Georgia and Alabama in the deep South; Arkansas reports from the Southwest; reports from three points in Canada—even from Mexico . . . The report from every climate, from every type of neighborhood is the same . . . you just can't beat the Detrex Two-Bath Process for cleaning quality or for ease of handling. In general here are the highlights of what these users report.

*"General cleaning quality is increased to a point where the customers actually notice the difference . . . and that's quite a statement."*

*"Original color is snapped out in a noticeable degree and garments are much softer to the touch. When customers note this difference and it is explained to them, they naturally tell their neighbors and friends about it."* As a result every single user of the two-bath method reports an increase

in business volume directly traceable to the two-bath unit.

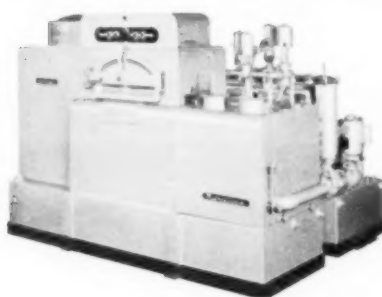
There are other benefits, too. *"The Detrex Two-Bath Process reduces spotting to a minimum. Wet cleaning is virtually eliminated!"*

*"And with even the most heavily soiled garments, pass-ups are the order of the day. Not only does this reduction in cleaning costs increase the profit on every garment but it also makes it possible to handle more work in a day and/or feature faster service."*

And as one drycleaner puts it, *"The best part is that it doesn't add any time to my cycle which is still completely automatic. It almost seems like magic the way that I can turn a dial on the front of the machine and know that a whole batch of more profitable, cleaner looking clothes are going to come out without any additional work. In fact, less work when you think in terms of spotting and wet cleaning that I used to do."*

And they all agree on this point, *"The Detrex Two-Bath Process is the outstanding investment in the drycleaning industry. Quality is better, quality control is simpler, and profits are higher."*

## For those who wish to use New DETREX Two-Bath Super Strong Soap Process



Imaginative engineering, backed by constant laboratory research and field studies, is the reason the Detrex Process has always embodied the latest developments. And typical of such developments is the new Detrex unit which permits the use of the two-bath method of high-concentration strong soap operation in the Detrex Process. The essential purposes of this unit are to provide a separate tank for clear rinse solvent from the tank containing solvent charged with super strong soap, and to provide a two-bath cycle with push-button operating simplicity. Thus, dry-cleaners now using milder strong soap solutions which do not allow for a clear solvent rinse, but who desire the use of higher concentrations of strong soap, will now find it possible through the installation of this unit on their Detrex equipment. The results achieved by several drycleaners are reported in the adjoining column.

The new Detrex two-bath unit is designed for installation on new Monarch machines prior to shipment or for installation on Regent and Monarch machines now in the field. On new machines, the unit adds only 2 feet in depth to present equipment. On machines now in the field, it can be installed at either side or the rear of the machine to best suit space and working conditions. We'll gladly send you complete details if you'll just fill out the coupon below . . . no obligation, of course.

**We are doing everything possible to meet the outstanding demand for Detrex Two-Bath Units. For earliest possible delivery to you, we suggest you act immediately.**

### DETREX CORPORATION

Box 501, Dept. F-5  
Detroit 32, Michigan

Please rush to me, without obligation, complete details on the Detrex Process.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

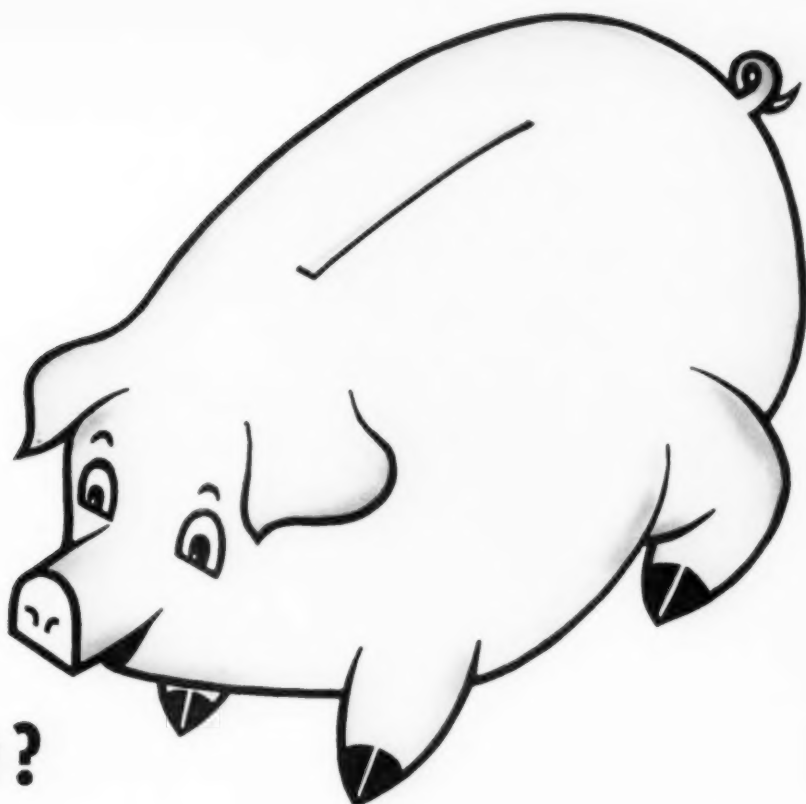
ZONE \_\_\_\_\_

STATE \_\_\_\_\_

## DROP IN

... See our exhibit, Booth 259-262, NICA Convention,  
Cleveland ... February 13 thru 15.

are you  
using our  
dollar - miser ?



WE might have said "penny-miser" but you really pocket "dollars" when you use Takamine's TAKIMERSE for heavy bath digestion.

## TAKIMERSE

USED BY THE WORLD'S LARGEST CLEANERS AND LAUNDRIES



TAKIMERSE in a big 4 lb. container, is rich with energetic enzymes that are hardier—packed with more stain removing power than higher priced digesters and . . . you save \$1.40 per lb.

TAKAMINE LABORATORY, INC.  
CLIFTON, N. J.

**TAKAMINE**

ORIGINATORS OF DIGESTERS FOR STAIN REMOVAL  
Send for our "GUIDE" to Quality Cleaning and Finishing

VISIT US  
AT BOOTH 113

N. I. C. D. CONVENTION  
CLEVELAND, OHIO

PLEASE RETURN  
MY WINTER GARMENTS  
IN  STORAGE BAGS



Yes . . . soon home-makers all over America will be making this familiar request . . . they know when their garments are returned in CEDAR SHIELD Storage Bags . . . they are fully protected against soil and moth damage.

Moths are busy little pests, working year 'round destroying millions of dollars of garments. Prepare now . . . ahead of the season . . . to offer CEDAR SHIELD'S protective service...yes... place your order early with your distributor so you will have bags on hand for the profitable garment storage season.

Buy "CEDAR SHIELD"—The Finest Storage Bag Made.

*Also available in the "No-Fade" Window Style*

**RASSENFOSS BAG COMPANY • GLENVIEW, ILLINOIS**



YOUR  
STAR  
OF THE  
FUTURE

# UNIPRESS the Constellation shirt finishing unit



## 2 OUTSTANDING STARS in shirt finishing

### UNIPRESS ONE LAY SLEEVER

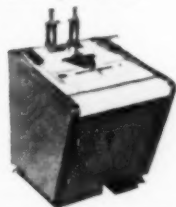
Out-performs  
all others  
in ironing  
top quality shirts



Unipress One Lay Cabinet Sleever is designed for fast lays . . . automatic cuff release . . . and beautiful ironing of more shirts per hour.

### UNIPRESS AUTOMATIC FOLDING TABLE

Sets  
a new record  
for folding,  
banding and  
stacking  
shirts



Operation of Unipress Automatic Folding Table is simple. Place shirt on table. Press button. Go about other work while shirt is automatically folded, banded, and stacked in just a few seconds. No other machine has so many features.

## 2 GIRLS SET A NEW HIGH IN QUALITY SHIRT PRODUCTION!

Two new machines provide amazing production in this compact Unipress CONSTELLATION Shirt Unit. The new Unipress One Lay Sleever perfectly irons two shirt sleeves in one fast easy lay in a few seconds. The new Unipress Automatic Folding Table folds, bands, and stacks AUTOMATICALLY. Operator merely lays shirt . . . presses a button . . . and goes about other work. Tested and proven, both machines are simple in design and built for long carefree service . . . typical of Unipress engineering and construction.

With balanced rhythmic operation, 2 girls finish a record number of top-quality shirts per hour. This means lower production costs to you and greater profits. Training is faster and easier too!

It will pay you to ask about the operation of this new 2 Girl Unipress CONSTELLATION Shirt Unit today!

### ACT NOW...

Mail this coupon today for  
layout and operating details  
of the new UNIPRESS  
CONSTELLATION SHIRT UNIT

Unipress Company  
2800 Lyndale Ave. S., Minneapolis, Minn.

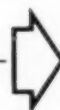
Send floor plans and complete information on  
2 Girl CONSTELLATION Shirt Unit  
3 Girl CONSTELLATION Shirt Unit  
Unipress Automatic Folding Table  
Unipress One Lay Sleever



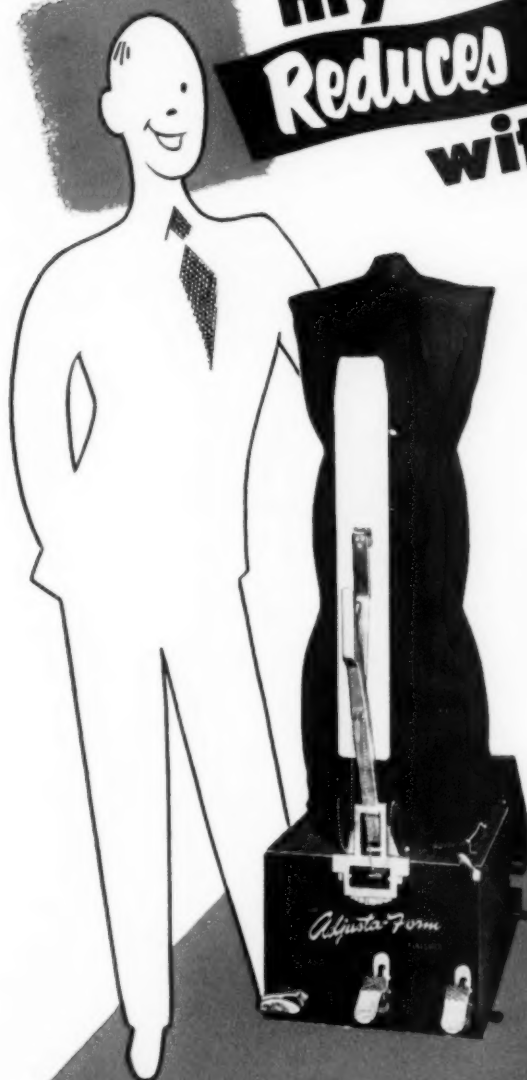
Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Manufacturers of Laundry Power Presses and Equipment  
**The UNIPRESS Company**  
2800 LYNDALE AVENUE SOUTH • MINNEAPOLIS

ASK HIM—THE ADJUSTA-FORM OWNER  
WHAT HE THINKS OF THESE FACTS



# my adjusta-form Reduces Finishing Costs with production



- One operator handles a mixed run of suit coats, dresses, short jackets and overcoats on this single machine.
- No delay in changing forms. All controls are accessible after the garment is placed on the form.
- Adjusta-Form restores shape, removes wrinkles, gives a soft, new appearance and finishes rolled sleeves. New or old employees quickly become skilled operators. Finishing is simplified, while at the same time greater production and quality is attained.

## *Adjusta-Form*

See your jobber for a convincing demonstration.

Meet those rising costs in the dry cleaning industry with more production and more profits. It's the Adjusta-Form for production.

ENGINEERED AND MANUFACTURED BY

## WICHITA PRECISION TOOL CO., INC.

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WICHITA, KANSAS

# Announcing New *Elcco* Models for '53

MANUFACTURED BY  
**E. L. CHRISMAN CO., INC.**

DIVISION OF

*Fleetwood  
Airflow*



↑ Elcco Los Angeles,  
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**JOBBER, REPRESENTATIVES**—Write today  
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TODAY!**

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☐ Send free information on your New Elcco Financing  
Plan, and mail me your latest literature.

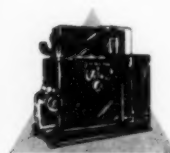
Name

Street

City  State

I am a ☐ DRYCLEANER, ☐ JOBBER

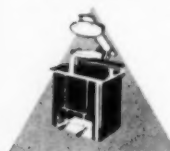
**Complete New Time-Plan Financing  
Through Your Local Jobber Makes  
Elcco The Line For '53**



Cleaning Units



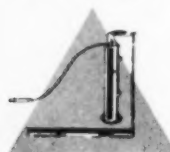
Garment Presses



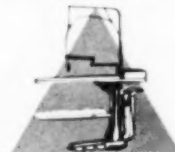
Fabric Head Toppers



Finishing Boards



Steam Guns



Spotting Boards



Garment Press Units



Fabric Head Units



Automatic Boilers



Mobile Equipment

**NOW—NEW ELCCO JOBBERS  
ARE BEING APPOINTED  
DRYCLEANERS, PLANT OPERATORS**  
—Write for name of your nearest  
Elcco Jobber—get free information  
on the New, Unusual Elcco Time-  
Plan Financing!



**ELCCO**  
BUILT TO LAST

*Elcco*

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8255 Compton Avenue  
Los Angeles 1, Calif.  
DIVISION OF  
*Fleetwood  
Airflow*

DEALERS IN ALL PRINCIPAL CITIES



From coast to coast . . . leading dry cleaners report on the new

# BUCKEYE clean-charge

A ONE PRODUCT SUCCESS FOR WET • DRY • STOCK and CHARGE

"...finishing is easier and about one fourth faster. It is far superior to anything I have ever used in my plant."

Joe Rushing  
Joe Rushing Co.  
Dallas, Texas

"After the second run of Clean-Charge, we could see a remarkable difference in the work."

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Brady Cleaners and Dyers  
Pittsfield, Mass.

"...a perfect job! Wrinkles and breaks do not appear when Clean-Charge is used."

Ben Kaplan  
Poinsettia Cleaners  
Ventura, California

"...Clothes are bright, have a better feel, and finishing is much faster and easier. Clean-Charge is the most outstanding product we have ever used. It certainly lives up to all your claims."

W. Barker  
Barker Cleaners  
Greensboro, N. C.

"We certainly appreciate Clean-Charge. We have experienced trouble-free operations with Clean-Charge."

W. R. Stepp  
Budget Laundry Co.  
Pittsburgh 24, Pa.

"Our wet cleaning has been greatly reduced thru the use of Clean-Charge. Formerly we wet cleaned 175 pairs of trousers a day. Now we wet clean only 25 to 30. I can't say too much in favor of Clean-Charge and recommend it very highly!"

Max Zimmerman  
Zimmerman, Inc.  
Cincinnati 19, Ohio



Petroleum Plants and Synthetic Solvent Units are successfully using CLEAN-CHARGE

- Clean-Charge has fabric re-texturing quality.
- Clean-Charge solvent is easily distilled.
- Clean-Charge is a synthetic composition.
- Clean-Charge removes a high percent of carbon type and moisture soluble type soil.
- Clean-Charge has moisture control.

**FREE!**

- Initial Clean-Charge Test Kits with simple, accurate directions.
- Complete Clean-Charge Brochure.

- May be included in 1-A, 2-B and 3-C Agreements.
- Available in 15, 30 and 55 Gallon Drums from your Buckeye Distributor.



SYMBOL OF QUALITY

THE **DAVIES-YOUNG**  
SOAP COMPANY  
BOX 995 DAYTON 1, OHIO

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

# how's your steam?



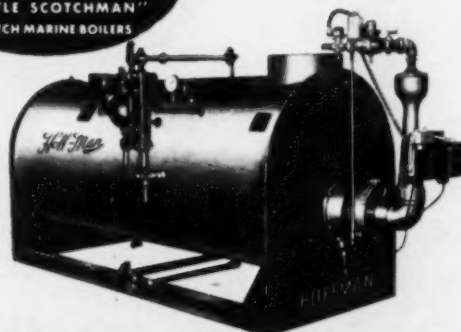
for a  
complete  
check-up:

... too little? ... too expensive?

**HOFFMAN** CUSTOM-  
FITTED  
**BOILER SERVICE**—no obligation!

At the heart of your operation is Steam—steam for spotting, drying, finishing and other production needs. When steam capacity falls behind your demand, costs go up. That's true, too, if your present steam generator wastes fuel and needs frequent overhaul.

To solve the problem of the right steam service for your operation, Hoffman offers a custom-fitted boiler service. It eliminates guesswork. Based on broad experience with your steam-using equipment, Hoffman representatives give you an accurate recommendation of just which size Steamaster "Little Scotchman" boiler is the one for you. You profit from lower costs. Find out how by writing for your survey now.



**Oil or Gas-Fired.** Famous Hoffman-Steamaster "Little Scotchman" boilers are amazingly thrifty—with their improved heating surface and two-pass design. Completely equipped models from 3 to 150 H.P. Fully approved—no lagging or brickwork. Submerged tubes last longer.

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... SINCE 1905



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U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

All Eyes Turn to



# New **GREEN** Arrow Sponge Pads!

the improved  
pad with

GREATER  
GREATER  
GREATER

*Porosity*  
*Serviceability*  
*Durability*

LOOK for new improved GREEN Arrow Sponge pads when you repad! New, scientifically perfect Arrow pads give an effortless, shine-less, FAST pressing job every time. Insist on new green Arrow pressing pads. The color tells you it's genuine Arrow; the name Arrow tells you it's the best pressing pad money can buy.

Sizes and shapes to fit all dry-cleaning  
pressing machines

Made of a  
SPECIAL PRESSING PAD  
FORMULA OF

*Airfoam*  
SUPER-CUSHIONING BY  
**GOOD YEAR**



Order from your Jobber  
or write:

SEE YOU AT BOOTH NO. 963, NATIONAL  
INSTITUTE OF CLEANING & DYEING  
CONVENTION, CLEVELAND, OHIO



**ARROW** MANUFACTURING COMPANY, INC.

2922 Terrace Street • Kansas City, Missouri

**CALED'S  
ANSWER  
TO YOUR  
CLEANING  
PROBLEMS**



*The Soap That Costs So Little*

# FILT.

**THE DRY CLEANING  
BATCH OR**

**No Other Soap** alone can offer you the diversified uses found in New **FILT-R-OUT** — all have been tested, proven and accepted by dry cleaners from coast to coast, as the greatest discovery on the market today!

***BUY IT — TRY IT — and you, too, will  
be singing its praises***

*You've Never Seen Clothes So Clean*



*Because It Does So Much!*

# R-OUT

## SOAP FOR EITHER CHARGE SYSTEMS

- High detergent action gives you the bright colors you may have been missing.
- A less per cent charge gives you better work — no more cost.
- If you "batch" clean — use Filt-R-Out dry or as emulsion — forms perfect emulsion easily that holds up and gives consistently good work.
- You want to hand-brush—dry—or wet? You can you know with Filt-R-Out!
- No trouble distilling either — separates instantly, no carry-over — no contaminated solvent.
- You can use any of the filter powders with Filt-R-Out.
- No other soap is so versatile — no soap cleans so well — easy to use any way you want to clean.
- Filt-R-Out available as the "ready-to-use" soap for Stoddard Solvent systems or
- Filt-R-Out Concentrate for all systems: Stoddard Solvent, 140F, all Chlorinated Systems.
- Filt-R-Out is a true concentrate — you get more than you pay for—in economy, in results of cleaning, passes, and lessened wet-cleans.
- **Make us prove it! Write for information — Ask for a Caled man — he's ready at all times**



### THERE'S A CALED PRODUCT FOR EVERY DRY- CLEANING NEED

#### DRYCLEANING SOAPS

##### CAL-SOAP

The Dual Action  
Drycleaning Soap

##### WOOLZ

Drycleaning Soap  
for Woolens

##### PACE

Chlorinated  
Drycleaning Soap

##### W-L

For Any Run, Any  
Load, Any System

##### Econo-Cal Concentrate

Concentrated Soap for All Systems

##### BRUSH-OUT

Wheel and Hand  
Brushing Soap

##### Z-P

Silk Soap for  
Chlorinated Systems

##### 630

A Finely Balanced  
Paste Soap

##### Caled L-S

Liquid Leather  
Drycleaning Soap

#### WETCLEANING SOAPS

##### KLENEASE

All Purpose  
Wetcleaning Soap

##### 722

For Rugs, Blankets,  
Curtains, Palm  
Beaches

##### ZUDS

Liquid Wetcleaning  
Blend

##### CAL-TEX

for Whiter  
Wash Suits

#### RUG SHAMPOO

For "On the Floor" Cleaning

#### SPOTTERS

##### R-X

For Wet or  
Dry Spotting

##### PRE-SPOTTER

Versatile Stubborn  
Stain Spotter

##### S-R

Tannin  
Remover

##### PLEZURE

Concentrated  
Wet Spotter

##### P-R

Volatile Paint  
Remover

##### CINCH

Removes Wet  
& Dry Soil

##### I-R

Removes Ink  
Stains

##### CAL-STRIP

A Fabric Color  
Stripper

#### STEEM

Neutral Lubricant for Steam Spotting

#### SPECIALTIES

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for Spot Dyeing

##### VEL ODOR

Neutralizes Odors

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Liquid Sizing

##### SHOO

Odor Destroyer

##### KREX

for "Solvent Hands"

##### DRY-CAL SIZE

Solvent-Soluble  
Sizing

##### CAL SIZE

##### POWDER

For Immersion or  
Spray Gun Use

##### RESISTI-CAL

Solvent-Soluble  
Weather Proofer

#### LEATHER PRODUCTS

##### SPRAY DREST

Spray finish for  
Suedes & Leather

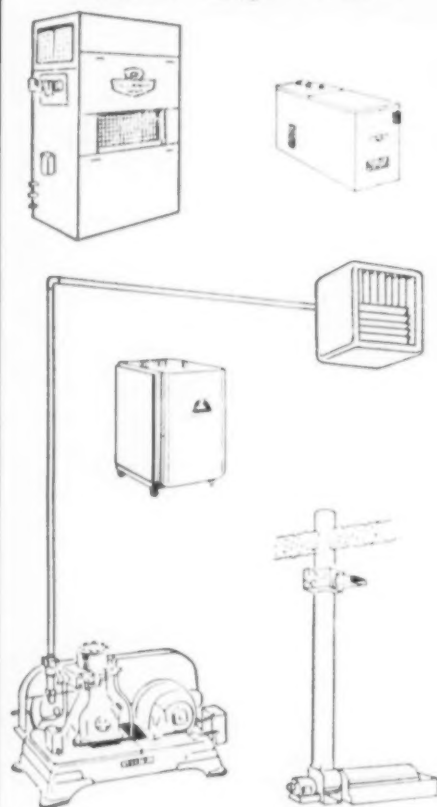
##### DREST

Paste-Type  
Leather Finish

# Everything You Need

## FOR A COMPLETE STORAGE and FUR CLEANING DEPARTMENT

### VAULT EQUIPMENT



### VAULT PLANNING

*FOR COAT CAPACITY 1620 OR 2592 Coats*



**POLAR BEAR** will absorb as much as 400% of its own weight. Like miniature sponges, these heavy little particles become moistened with cleaning fluids, sink to the pelt and take on a load of grease and grime . . . and then these particles are quickly flicked out of the fur.

**FUR-CLENE LIQUID CLEANER.** It cuts grease. It is especially efficient in use with **POLAR BEAR** in the drumming process. Laboratory controlled and checked. It is non explosive.

**POLARIS FOR GLAZING FUR SURFACES.** Like the action of Castile soap upon the hair, **POLARIS** cleans furs and leaves them naturally soft. It cuts grease, permits complete hair separation from pelt to tip. The resultant sheen is natural and lasting.

**FUR CARDING BRUSHES—PUMPS FOR LIQUIDS—  
COAT HANGERS—GARMENT TRUCKS—ADVERTIS-  
ING—TAGS—STORAGE RECEIPTS.**

*Prompt attention to all inquiries and orders*

## WALTER HAERTEL COMPANY

2840 4TH AVE. SO., MINNEAPOLIS 8, MINNESOTA.

### FUR CLEANING EQUIPMENT



# National

## products that make their mark

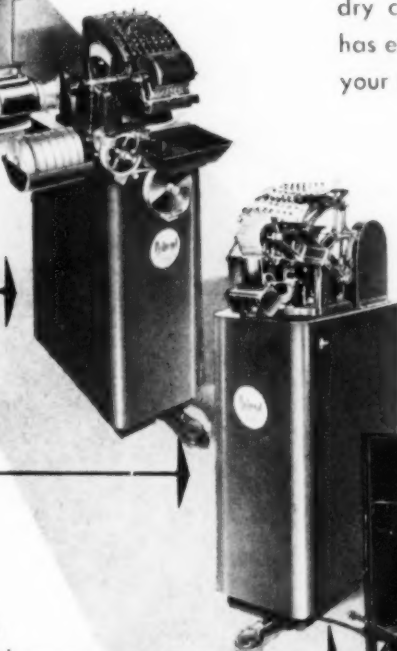
**National**

Lever Principle  
Hand Marking Ma-  
chines... standard  
equipment in small  
laundries.



**National**

Power Tag-  
Making Machines... a favorite  
with large dry cleaners.

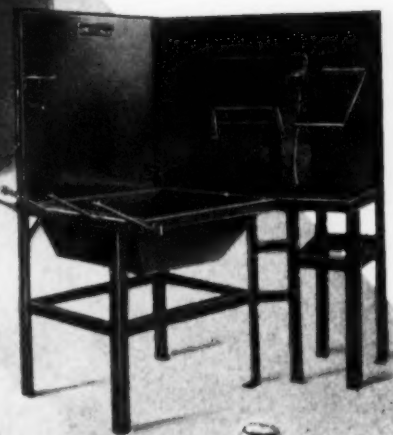


**National**

Power-operated  
Marking Machine No. 8... a must in  
large laundries.

**National**

Marking and Breaking Tables  
... used where speed and efficiency are vital.



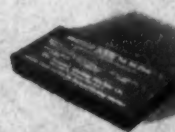
**National**

Net Pins for quality that means long life.



**National**

All-Wool Felt Pads.



**National**

Marking Inks for every purpose.



THE

# National

MARKING MACHINE COMPANY

4026 CHERRY STREET • CINCINNATI 23, OHIO

# EXTRA!

## The Adco News

Manufacturing Chemists Since 1908, Sedalia Mo., U. S. A.



# Adco Research Scores Again

## ADDITIONAL ADVANTAGE TO THE "MAKE-UP" OF NEW LIGHT-COLORED DRI-SHEEN

The "make-up" of *new light-colored* Dri-Sheen now insures you of normal still and filter operation. Foaming over of stills and unnecessary pressure on your filters are now things of the past! Thanks to this wonderful new advance made by Adco chemists and incorporated in the *new light-colored* Dri-Sheen.

### Adco, AND ONLY ADCO

has the famous Humidity Control Chart for balancing and controlling moisture in your dry cleaning. The Adco Humidity Control Chart takes the guesswork out of moisture usage, enables you to use large amounts of moisture, assures you perfect cleaning every load! Eliminates shrinkage, eliminates wrinkling, eliminates damage claims arising from incorrect, excessive use of moisture! Remember, Humidity Control Charts furnished free, at your request!

## NEW "PATENTED INGREDIENT" ADDED

As a result of extensive research and testing, the addition of a new patented ingredient has been made to the light-colored Dri-Sheen formula insuring your cleaned garments of a much softer feel and a brighter, more lustrous appearance.

In these days of so much importance being placed on texture and feel by fashion and the dry cleaner's fashion-following women customers, a softer, more resilient feel in the hand and brighter, more glowing colors turn into a terrific selling point for building repeat business for the individual cleaner.

## NOW MORE ACCURATE FATTY ACID TESTS

With the use of *new light-colored* Dri-Sheen, fatty acid tests of your solvent are more accurate because your charged solvent is normal in color. Consequently, you are able to see change in color as soon as it occurs. No more faulty fatty acid readings and their resultant troubles.

## YOU USE GREATER AMOUNT OF MOISTURE SAFELY

Thanks to *light-colored* Dri-Sheen's ability to carry double the amount of moisture, you can use a greater amount of moisture—*safely*. You save tremendously on the amount of wet cleaning needed — you get much, much greater soil and stain removal than has been possible in the past with other charged soaps or detergents.

## DON'T TAKE OUR WORD FOR IT!

Here's how to get proof positive of the fabulous *new light-colored* Dri-Sheen: write, call or wire collect and we will have our dry cleaning engineer in your area come into your plant and prove at no cost to you and with your present equipment that the *new light-colored* Dri-Sheen more than fulfills our claims!





The *Adco* News

EXTRA!

# with **NEW** Light-Colored **DRI-SHEEN!** Main Objection to the Charged System Eliminated by Adco's Chemists!

Charged solvent now normal in color—no more cleaning in dark gas that tends to cause dinginess in light-colored fabrics. Even more important, *new light-colored* Dri-Sheen gives many exclusive advantages such as doubled moisture carrying properties; a new patented ingredient for softer feel, brighter look; normal still and filter operation; more accurate fatty acid tests; perfect operation in either petroleum or synthetic solvent units.

## LIGHT-COLORED DRI-SHEEN IS VERSATILE!

Works perfectly in either petroleum or synthetic solvent units!

Easy to see that new light-colored Dri-Sheen will be the talk of the dry-cleaning industry. Easy to see why, too, when in addition to all its other virtues, it also has versatility like this! Yes, with *new light-colored* Dri-Sheen you get "perfection dry cleaning" no matter which you use—petroleum or synthetic solvent units.

## MOISTURE-CARRYING PROPERTIES MORE THAN DOUBLED!

In the *new light-colored* Dri-Sheen, the moisture-carrying properties have been more than doubled with the resultant beneficial effect of enabling the dry cleaner to use much more moisture, at the same time practically eliminating wrinkling and shrinkage.

**NEW LIGHT-COLORED**

**DRI-SHEEN  
PROCESS**  
*Food for Fabrics*



## 4 powerful reasons why you get more of what you want in 1953 CHEVROLET Advance-Design Trucks

**MORE TRUCK FOR LESS MONEY!** Chevrolet trucks list for less than any others of comparable specifications. Yet they bring you features and advantages found in few other trucks. For example, the advanced Loadmaster engine—standard in 5000 and 6000 Series heavy-duty and forward-control models (optional on 4000 Series heavy-duty trucks)—now has a new high-compression ratio of 7.1 to 1, and delivers even more horsepower than before.

**FACTORY MATCHED TO YOUR JOB!** Every unit of the Chevrolet truck you buy is balanced to the job. Tires, axles, springs, engine, frame, body and brakes form a team carefully engineered for the greatest efficiency—and the lowest cost.

**GREATER VALUE IN FEATURE AFTER FEATURE!** Two great valve-in-head engines—the Thriftmaster and the Loadmaster—provide greater gasoline economy. Hypoid Rear Axle, Unit-Designed Bodies, Flexi-Mounted Cabs and many other Advance-Design features offer value unmatched by any other truck at such low cost.

**MORE RUGGED THAN EVER!** In 1953, Chevrolet trucks are even sturdier. Bigger, more durable brakes on many models; heavier, more rigid frames and stronger construction lengthens truck life and lowers your hauling costs. See your Chevrolet dealer. Chevrolet Division of General Motors, Detroit 2, Michigan.

### CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

**TWO GREAT VALVE-IN-HEAD ENGINES**—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTI-PANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.



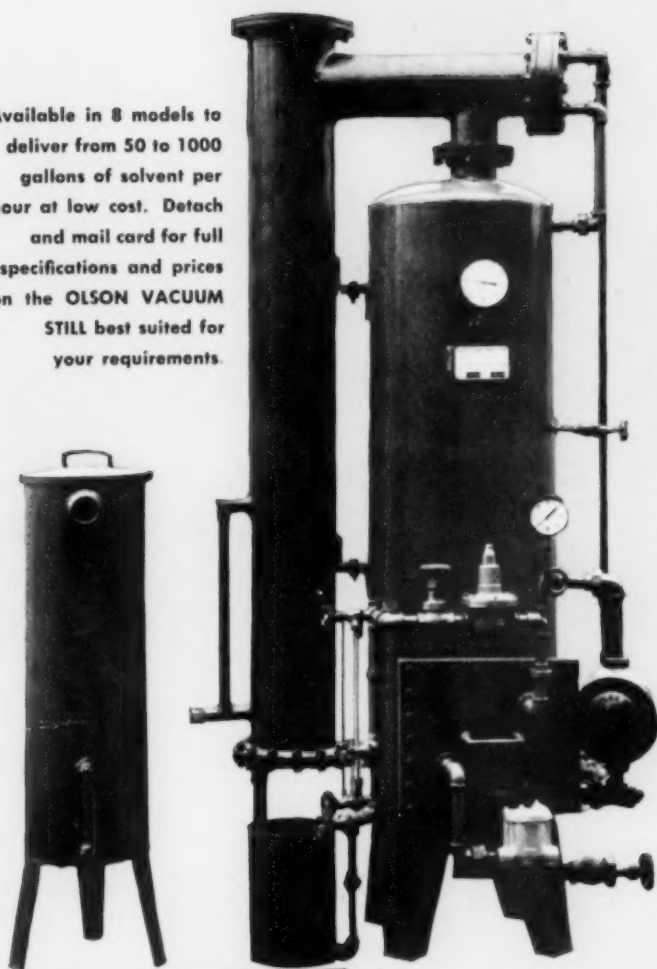
# NEW FACTS

## about an old favorite!

Why today, more than ever,  
you need the fast, heavy-duty  
reclamation of an

### **OLSON** **VACUUM STILL!**

Available in 8 models to  
deliver from 50 to 1000  
gallons of solvent per  
hour at low cost. Detach  
and mail card for full  
specifications and prices  
on the **OLSON VACUUM**  
**STILL** best suited for  
your requirements.



The "Charged" process is here—and with  
it new demands for faster, more frequent and  
more efficient distillation.

Will your present Still be able to meet this  
challenge and fit into the pace of things . . .  
or will it clog and stall the entire system?

If it's an **OLSON STILL** you have nothing to  
worry about. Designed with the foresight that's an  
**OLSON** trade-mark, here is a still that is big enough  
to handle the heaviest loads of residue—without  
trouble. Here is a Still that is built tall to prevent  
boiling over . . . with a large expansion chamber to  
prevent impurities from going over with the  
vapor. Here is a Still that requires surprisingly little  
floor space and is self operating.

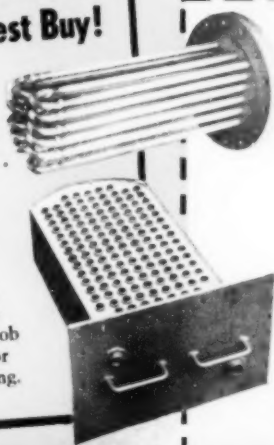
Compare **OLSON** with any Still made . . . not  
only in capacity per hour, but in all important  
statistics such as height, floor space, weight, etc.  
Judge for yourself which Still has **ALL** the  
requirements to do a "man's size" job of  
distillation in your plant . . . and you'll choose  
an **OLSON!**

**SEND FOR FULL FACTS ABOUT  
OLSON STILLS**

### Two More Reasons Why Olson Is Your Best Buy!

- Duo-Purpose **PRE-HEATER** uses  
outgoing vapors to  
raise solvent tempera-  
ture (*saving steam*) . . .  
cools the solvent  
vapors *before* they  
reach the condenser  
(*saving water*)!

- Removable **HEAT-  
ING ELEMENT** does  
a remarkable heating job  
. . . slides out easily for  
inspection and cleaning.



Olson Filtration Engineers, Inc.  
1624 No. Kilbourn Ave., Chicago 39, Ill.

Gentlemen:

Send full information and prices on

- ☐ **OLSON VACUUM STILLS**  
☐ **OLSON TUBULAR SCREEN FILTERS**

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

TIME ISN'T ALL YOU SAVE

## WHEN YOU INSTALL AN **OLSON** TUBULAR SCREEN FILTER

Sure, an OLSON is the easiest, quickest filter to clean. Two turns of the valves and the work is done automatically . . . in minutes not hours . . . and without messy scraping. But don't lose sight of the fact that OLSON *Tubular Screen* Filters also do a dependable, more efficient job of filtration. Whether you use the new "Charged" system or the regular solvent method, OLSON Filters *save you money* in the process!

One reason for this unequalled performance is that OLSON, and only OLSON, expands its filtering surface

as the filtering process progresses . . . reducing pressure build-ups and increasing the cycle duration. Then too, because of the uniform, "straight-through" openings of the OLSON screen all filtering is done on the **SURFACE** of the screen where the filter aid and dirt can be dislodged **IN SECONDS!**

Further examination of the OLSON *Tubular Screen* Filter will convince you that here is the one, fine durable filter designed to save you time, trouble and money! Mail the card on the reverse side for full information.

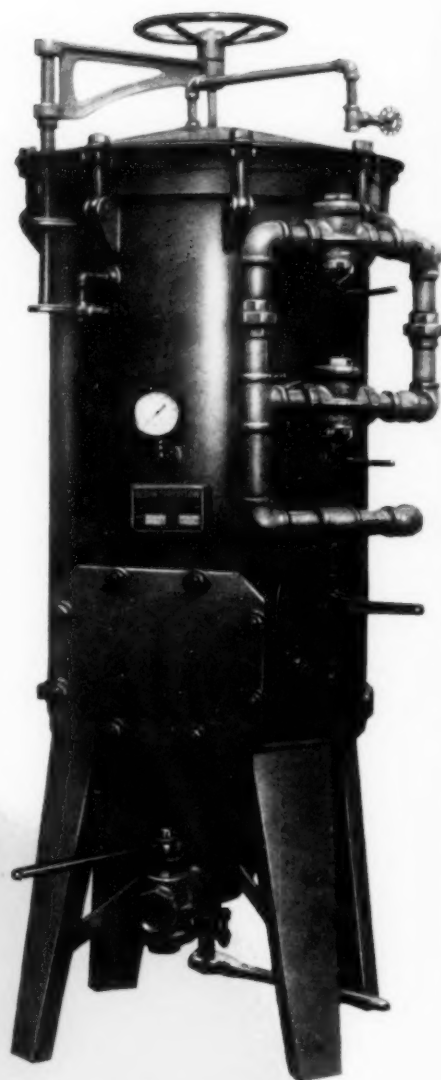
### TUBULAR SCREENS

. . . Specially constructed, suspension mounted screens with UP-FLOW circulation produce virtually **BLIND-PROOF** operation.



### CONE-TYPE SLUDGE REMOVER

. . . Special agitator loosens mud as **BACKWASHING** forces it out the cone. The cleaning-out process is done in 2 or 3 minutes without emptying the filter.



Available in 7 sizes to deliver from 1000 to 10,000 gallons per hour.

PLACE  
2 CENT  
STAMP  
HERE

OLSON FILTRATION ENGINEERS, INC.  
1624 N. Kilbourn Ave.,  
Chicago 39, Ill.

# OLSON

## FILTRATION ENGINEERS, INCORPORATED

*The Oldest Name in*

*Drycleaning Filtration*

1624 No. Kilbourn Ave., Chicago 39, Ill.



# ANNOUNCING



## SENSATIONAL



### by **NU-PRO**

**THE SUPER CHARGE OF ALL CHARGE SOAPS!**  
**RESULTS WITH CHARGIT ARE AMAZING!**

- IS FAST ACTING
- ELIMINATES DISTILLATION TROUBLE
- AFFORDS EXCELLENT SOIL REMOVAL
- GREATLY REDUCES SPOTTING AND WET CLEANING
- DOES NOT RING IN SPOTTING
- DOES NOT CAUSE FILTER PRESSURE
- LEAVES NO ODOR—IS ECONOMICAL



SEE YOUR NU-PRO JOBBER — FIELD MEN WILL DEMONSTRATE

# **NU-PRO MFG. CO.**

2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

See Us At  
BOOTH NO. 19  
INCO CONVENTION  
Cleveland Municipal Auditorium  
February 12-13

# How to Figure the cost of STEAM TRAPS

**1. PRICE**—you get a lot of trap for your money when you buy an Armstrong: big capacity in small size; a long-lasting mechanism identical in design, workmanship and materials, to that in traps for 900 degrees, 950 lbs. pressure!

**2. INSTALLATION**—Armstrong gives you a choice of body styles to save installation labor and pipe fittings.

**3. MAINTENANCE**—Armstrong traps last longer! You save labor, parts cost and downtime. Freedom from leakage saves fuel.

Divide total trap cost by the life of the trap to get *costs per year*—this is where Armstrong traps really shine. Call your Armstrong Representative or laundry supply house for the traps you need now, or write:

**ARMSTRONG MACHINE WORKS**  
850 Maple Street • Three Rivers, Michigan



## New Bulletin Tells More!

Ask for Bulletin No. 233, explaining in detail why Armstrong traps are the real steam trap buy. Includes prices and recommended sizes of traps for all types of machines.



BOTTOM INLET—TOP OUTLET



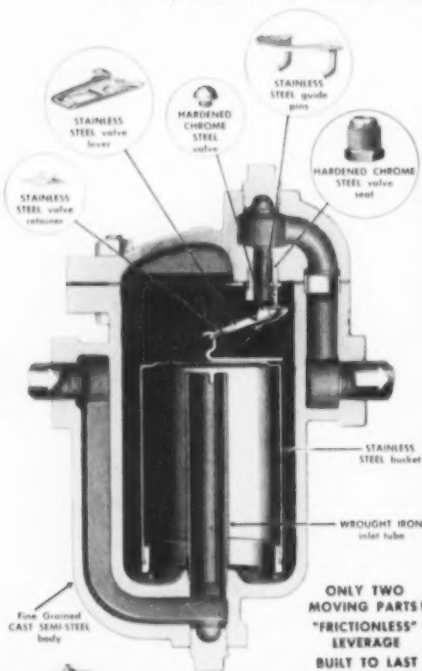
SIDE INLET—SIDE OUTLET



RIGHT ANGLE CONNECTIONS



BUILT-IN STRAINER



## STEAM TRAP CHECK LIST

Hardened chrome steel valve and seat?	Yes
All other parts stainless steel?	Yes
Long-lasting "frictionless" leverage?	Yes
Self-cleaning, non-clogging operation?	Yes
Choice of body styles?	Yes
Available with built-in strainers?	Yes
40 years inverted bucket trap experience?	Yes
Most widely used laundry trap?	Yes
Guaranteed unconditionally to satisfy?	Yes

## ARMSTRONG TRAPS

# ARMSTRONG STEAM TRAPS

**COST LESS!**

# Interpretation of popular variations of the Strong Soap Process

The "Super Soap" version of the STRONG SOAP SOLUTION, which employs a 3% solution of FORMULA 886 followed by a volatile rinse, is gaining in popularity commensurate with the rapidly increasing number of installations of combination washer-extractors.

However, for those operators who are not yet equipped for the "Super Soap" version, STREET's chemists have developed a one-bath technique which requires no additional equipment. This no-rinse version of the STRONG SOAP SOLUTION is identified by many in the industry as the "Charged System." (See chart at right.)

In the "Charged System" version of the SSS the solvent in the washer-trap-filter assembly is activated with a  $\frac{3}{4}\%$  solution of FORMULA 886. This introduces eleven times as much active ingredient as introduced by the old conventional 1 ounce per pound of a 1-1-1 moisture stock of filter soap. The advantage from the use of eleven times as much active ingredient is evidenced by the increase in pass-ups and the tremendous reduction in wet-cleans. Reflectometer readings of control swatches offer equally convincing evidence of the superior insoluble soil removal and whiteness retention.

The key to the success of the "Charged System" version of the SSS lies in the STRONG SOAP TESTING KIT made available by STREET's in the spring of 1951. Prior to that time the method was impractical because the operator had no way of determining the percent active ingredient in his filtered STRONG SOAP SOLUTION after repeated use. Non-uniformity in the concentration of the STRONG SOAP SOLUTION meant non-uniformity in results.

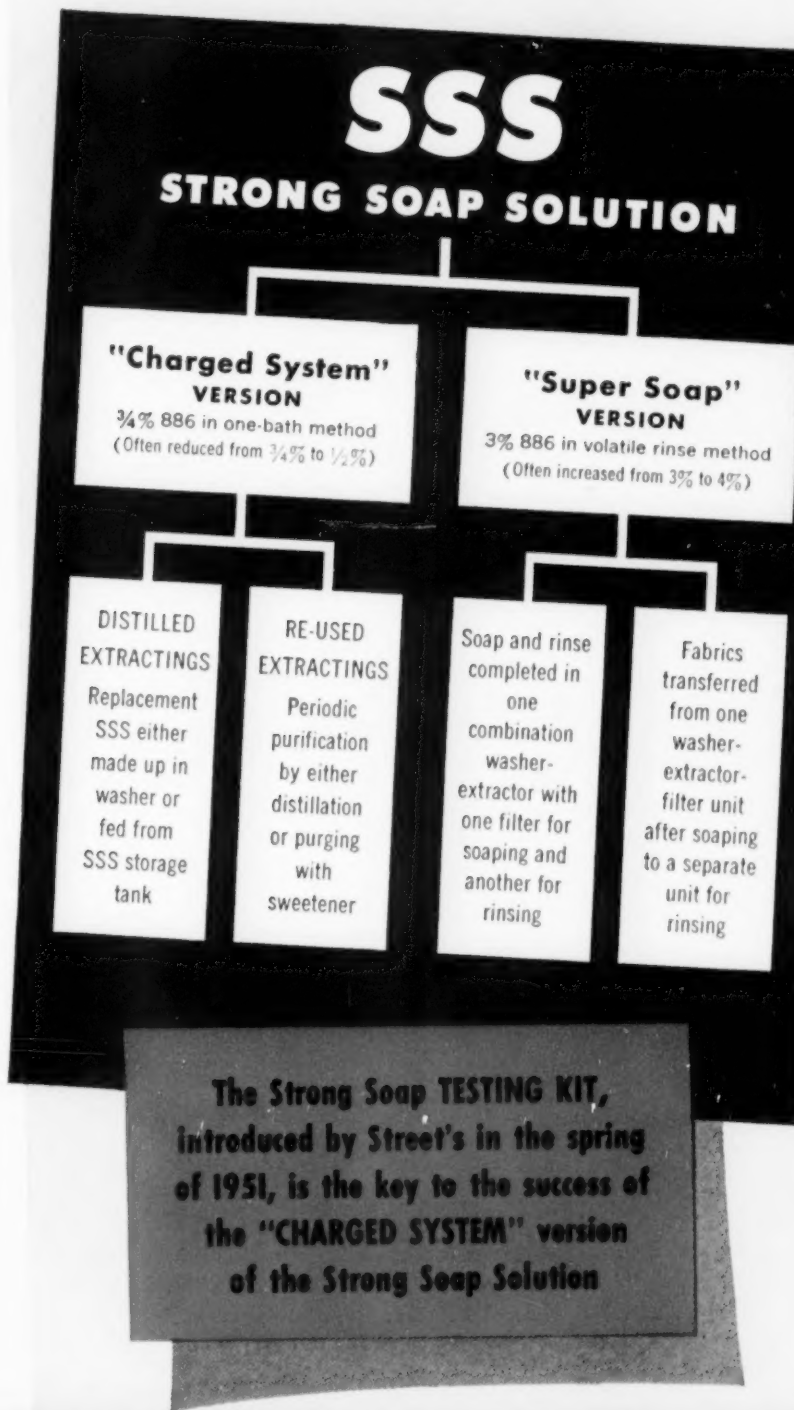
After STREET's introduced this method of testing, which enables any cleaning-room worker to measure with laboratory accuracy the exact percent of FORMULA 886 in his system at any given time, the "Charged System" version of the SSS swept the country. During its spectacular rise to prominence between the spring and fall of 1951, there were skeptics who branded the process as "just another promotional scheme" and some predicted that it would "pass out of existence by the first of the year."

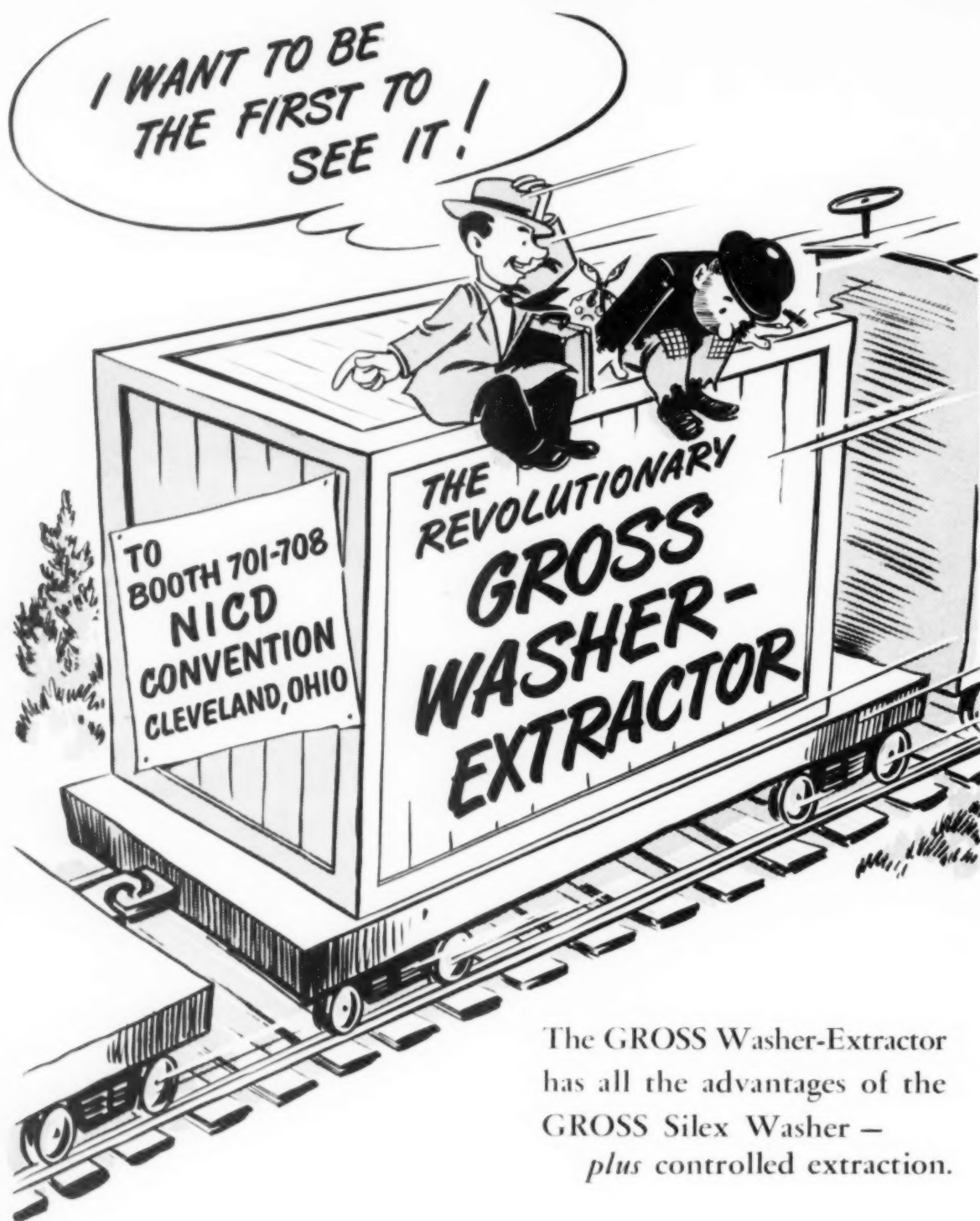
Instead, nearly two years after the introduction of STREET's SSS TESTING KIT, the "Charged System" version of the SSS is more firmly entrenched than ever. Now other soap makers sell detergents intended for the same use as FORMULA 886, and a few have gone so far as to offer test kits for titrating the SSS on a principle similar to that introduced by STREET's.

Recognizing that STREET's product and STREET's methods are long past the experimental stage, cautious operators by-pass all costly experimentation by calling on STREET's to set up the "Charged System" in the manner best suited to their individual plants. A staff of 40 field technicians, each an expert in all phases of the SSS, is ready to serve. Address your request for service to R. R. STREET & Co., INC., 561 W. Monroe St., Chicago 6, Illinois.

Copyright 1952 R. R. Street & Co., Inc.—5866-20

Paid advertisement





The GROSS Washer-Extractor  
has all the advantages of the  
GROSS Silex Washer —  
*plus* controlled extraction.



**GROSS MACHINERY CO., INC.**

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment  
183 HALBERT ST.      Founded 1923      BUFFALO 14, N. Y.





# THE SYSTEM

## WITH

# GREEN HELP!

is the answer to all your cleaning and spotting problems

Let us prove to you as we have to hundreds of successful plant owners, how easy it is to use the 1-2 System even with "Green Help"—All you do:

1. Prespot with water activated with MARCENE PENETRANT Solution #1  
*then without drying*
2. Rinse in solvent activated with MARCENE DETERGENT Solution #2

Take advantage of the lower cost of spotting and maintain high quality even with "GREEN HELP"

### MARCENE CHEMICAL PRODUCTS CORPORATION

1183 JEFFERSON AVENUE, BUFFALO 8, NEW YORK

Contact your local jobber or use coupon below

---

MARCENE CHEMICAL PRODUCTS CORP.  
1183 Jefferson Avenue, Buffalo 8, New York

Gentlemen:

Please rush a Free Trial Supply of your 1-2 System with instructions on how to use it for best results.

Name \_\_\_\_\_

Store \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

*Chemicals you live by*



Now, if you  
can provide  
sulphur fumes...

The speaker will be able to remove the fruit and vegetable stains by burning some sulphur in a shovel, moistening the coat and directing the sulphur fumes to the spots through a funnel made of rolled paper. This is according to the most reliable sources of 1871.

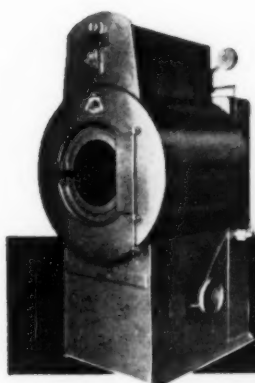
Well, you would expect things today to be easier—not only easier but faster and better. Today you need only phone your DIAMOND distributor to get the finest cleaning solvents ever made.



**DIAMOND PERCHLORETHYLENE  
and CARBON TET**

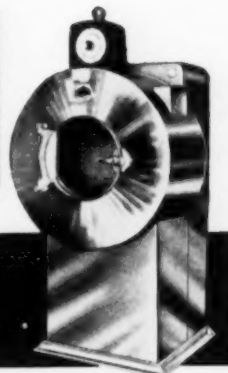
DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO

# For Every Plant Need You Get More With HAMMOND

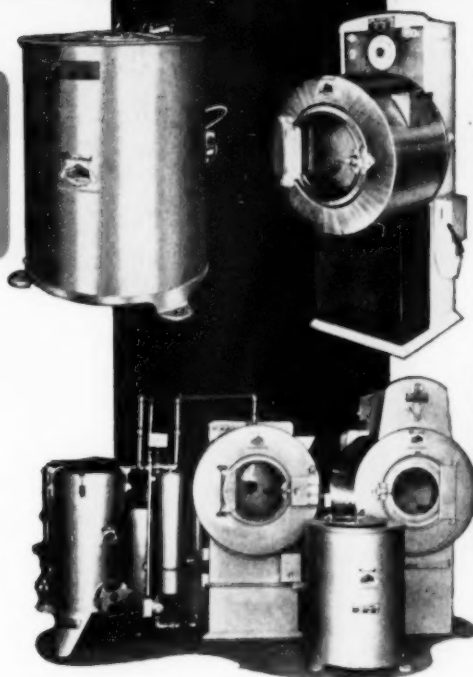


**Hammond**  
**36" x 36" Open-End Tumblers**  
New construction, fast drying and Exceptional design have made Hammond Tumblers favorites in laundry and cleaning plants all over the world.

**Hammond**  
**"Dyna-Matic" Washers**  
Famous patented reverse, plus trouble-free automatic controls keep Hammond Washers No. 1 year in and year out. Offered in 40 lb., 60 lb. & 75 lb.



**Hammond**  
**"Wizard" Extractors**  
No other extractor can match the rugged construction, superior performance and safety features of the Hammond "Wizard." Available in 17"-20"-25"-30".



**Hammond**  
**"Midget-Matic" Washer**  
Designed for a variety of jobs and filling each with great performance records. Small capacity—Heavy construction. A masterpiece of Hammond engineering skill.

**Hammond**  
**"Atomic" Drycleaning Unit**  
In plants all over the world. Completely automatic with new floor-level storage tank. You can't beat the "Atomic" Unit. Ask anyone of thousands who own one. 10-suit and 20-suit units.

Super Engineering—  
Quality Workmanship  
go into every  
HAMMOND Machine.  
Recognized leaders in  
the Cleaning Industry  
for 42 years.

Pioneers of Progress  
since 1911

**Hammond**  
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BLDG. WACO, TEXAS

See Your Dealer or  
Write Direct

Here's what we mean by **SUPERIOR** ENGINEERING



*See It On Display*  
N.I.C.D. Convention, Cleveland  
Feb. 13-15, Booths 131-132



**NEW!**

**COMPACT!**

**VERSATILE!**

*Check  
These*



*Decided  
Advantages*

- Washes, Drains and Extracts Automatically
- New Dustproof-Foolproof Control Panel
- 25-30 Pounds Per Load—4 Loads Per Hour
- 2100 Gallons Per Hour Filter Capacity
- Stop and Start Pump Without Breaking Filter Cake
- 125 Gallons Solvent Storage Capacity
- 90 Gallons Extra Storage Capacity In Still
- 36 x 24 Solvent Recovery Tumbler
- Automatic Water and Cylinder Cut-Off
- Produced by First Manufacturer of Synthetic Equipment

**COLUMBIA APPLIANCE CORPORATION**

47-47 35th Street, Long Island City 1, New York

Phone Stillwell 4-1922-1923-1924



# FIND OUT HOW YOU CAN BOOST YOUR DRY CLEANING SALES IN '53

*Get this practical, tested  
PLAN designed to do a real  
selling job for YOU...*

**SEE US AT BOOTH 10  
NICD CONVENTION**

Feb. 13-15, 1953



Here's an easy, step-by-step way to increase your volume... boost your profits... sell your special services quickly, economically. This new Profit-Building Plan is offered for the first time to all Dry Cleaners... without obligation.

See us in Cleveland or, if you can't make the NICD Convention this year, use the coupon to request your FREE copy today.



## UNIVERSAL MATCH CORPORATION

*Serving the Nation and Its Business*

General Offices: St. Louis 3, Mo. • Sales Offices in Principal Cities

• • • • •  
• **UNIVERSAL MATCH CORPORATION**  
• 1501 Locust Street  
• St. Louis 3, Missouri

• Gentlemen:

• Please send me a copy of your booklet, "How to Increase your Dry  
• Cleaning Sales with Universal's Seasonal Selling Plan." I understand  
• the booklet is free and there is no obligation.

• Name.....

• Firm Name.....

• Street Address.....

• City & State.....

# Now...the low-priced *National* "21" with itemized receipt!



**pays for itself out of  
the money it saves.**

**2 machines in 1.** National's new, amazing "Class 21" Cash Register combines the outstanding protection of National receipt-issuing Cash Registers with the time-and-money saving advantages of National Adding Machines.

**Receipt prevents mistakes, reduces losses!**

National's printed, itemized, totaled receipt is one of the most powerful protective features ever placed on a cash register. Combined with National's item-by-item indication, there is no more effective supervision over prices charged. And receipts also build customer confidence.

**Built-in adding machine feature!** Just move the control lock to "ADD" and convert to adding machine operation without interfering with the locked-in cash register total.

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**

This feature saves you time and money in record-keeping, balancing cash, preparing bank statements, taking inventory, analyzing transactions by salespeople and departments, and by charge, cash, received-on-account and paid-outs.

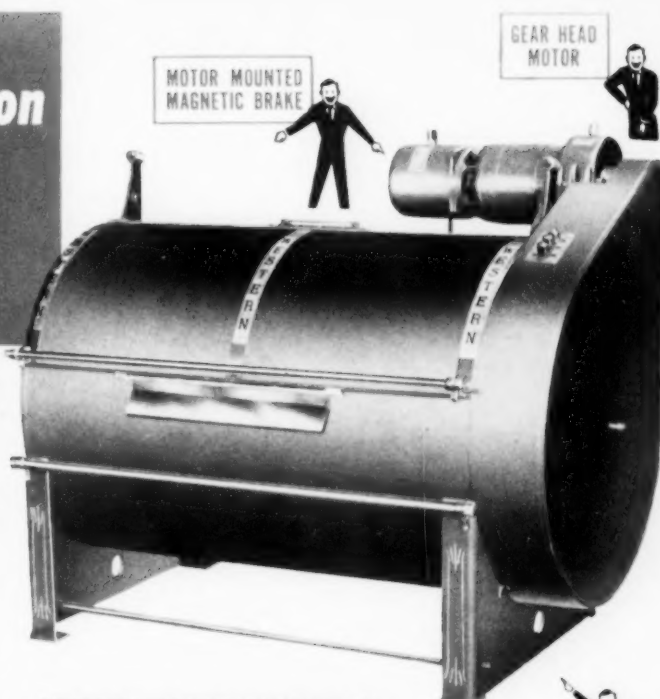
**No store is too small** to profit from the National "Class 21" Cash Register with Itemized Receipt, because it pays for itself out of the money it saves, then goes on returning a handsome profit year after year! Call your nearby National representative today for a demonstration of all the amazing features of the new "Class 21" that gives you fast, accurate records of every transaction and firm control over your business that builds greater profits.

***National***  
CASH REGISTERS • ADDING MACHINES  
ACCOUNTING MACHINES

# SIMPLEST, Push-Button DIRECT DRIVE WASHER

## The WESTERN MODEL 500 Dry Cleaning Washer DIRECT Motor Drive

Why? Simplicity of design—entirely operated from Finger Tip Push Button Controls. Less moving parts—One end V-Belt Drive—No extra belts or countershafts to wear or adjust. Only 3 places to oil. No adjusting or replacing necessary for the duplex trunnion shaft seals. Rigidly mounted anti-friction type outboard bearings assure positive alignment. Metal cylinder with greater agitation. In 30 x 36, 30 x 48, and 36 x 54 in. sizes.



Other WESTERN Washers  
and Extractors to Suit  
Every Requirement!

REQUIRES LESS  
FLOOR SPACE

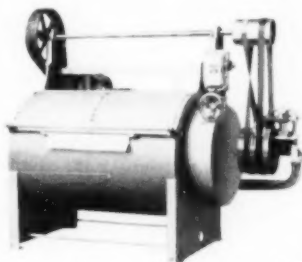
### Western Model 500 Belted Motor Drive

The easiest operated, most practical "One Hand Lever Control" Machine you can buy. Ruggedly built for lasting service. In 3 sizes.



### Western Model 50 Belted Motor Drive

Incorporates all the design of the Model 500 and many of the operating features. Choice of wood or metal cylinder. 3 sizes available.



### Western Extractors

Solid curb. Motor driven safety equipped. 3 sizes, 20", 26", 30". Both laundry and drycleaning types.



Yes, the complete modern Western Dry Cleaning Washer and Extractor line offers any plant, anywhere, the size and type of unit needed to fit their requirements. Compare any Western-built machine for ruggedness, compare it for operating economy, compare for design and performance—then check the price. You'll be amazed and completely satisfied on what your dollar will buy when you buy Western—truly the equipment designed with the dry cleaner in mind. Get the full facts before you buy—compare Western equipment now.

Manufactured By  
**Western**  
Laundry Machinery Company

NORTH KANSAS CITY, MO.

420 East 10th St., Dept. NC-2. North Kansas City, Mo.  
Please forward details on Western equipment as checked:

Model 500:

- ☐ Direct Drive  
☐ Belted Motor Drive

Model 50:

- ☐ Size \_\_\_\_\_  
☐ Extractor  
Size \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

a "MUST" for  
every spotter!



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CLEANERS CHEMICAL MFG. CO.

*Valuable! Free!*

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Stain removal with *National Spotting Sticks*.

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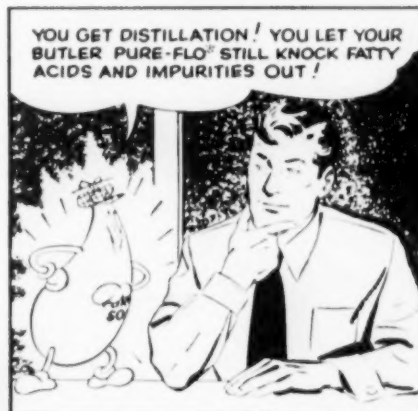






## Without distillation

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STRONG SOAP  
A FIGHTING CHANCE**



**Cheaper** . . Only 1/10 of a cent a gallon to distill solvent with your Butler Pure-Flo\* Still!

**Easier** . . . Automatic controls do the job for you . . . automatic temperature, heat and solvent feed controls!

**Faster** . . . You use *any* soap or soap formula. You do more cleaning in washer. Get more out of *all* equipment—faster!

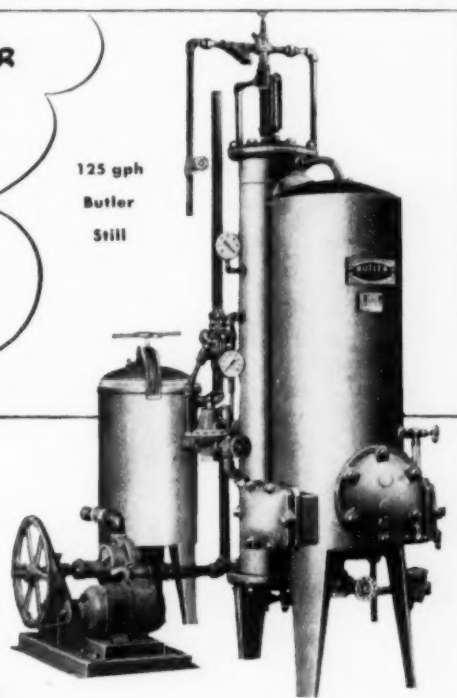
Don't *assume* your solvent's okay—*find out!* Write Butler Manufacturing Company to have a Butler representative test your solvent in your own plant.

\*Trademark

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Birmingham, Ala. — Richmond, Calif.  
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SPECIAL PRODUCTS



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Some of the answers to

# Sec's Appeal!

Two decades of research have enabled SEC to produce and perfect scores of important features in the field of synthetic drycleaning. Many have been copied, but to this day, no other equipment on the market can match all of SEC's features and values.

Remember that your selection of drycleaning equipment should be a once-in-a-lifetime step. And to be sure it is a step in the right direction . . . check with SEC, the finest equipment money can buy. Just drop us a line for your copy of the Complete SEC Story.



**SEC CLEANING SYSTEMS**

## SEC's Speedy Extraction

Fastest on the market . . . 900 rpm. Reduces operating time and solvent costs. Absolutely no vibration. No special foundations necessary.

## SEC's Turbulent Agitation

Garments completely submerged at all times for faster, more thorough cleaning. Washing and extraction performed in same unit.

## SEC's Purification System

Changes solvent every minute while washing with a minimum of redeposition. Run 2 to 3 times as many loads between changes.

## SEC's Filter Pump

Trouble-free centrifugal, packless filter pump for high speed volume solvent delivery. Better circulation for better cleaning.

## SEC-o-miser Recovery

Dries, fluffs and deodorizes. Doors at each end to allow straight-through loading and unloading. Unusually high solvent recovery. Handles up to 30 lbs. per load.

## SEC's Automatic Operation

Variable operation time. No weighing of loads. Just set timer-clocks and walk away. Tub fills, washes, drains and extracts . . . all automatically.

## Among the Many Other Features

Distillation—Batch or Continuous  
55% Larger Solvent Storage  
Manually Operated Soap Valves  
Up to 100 lbs. per hour Capacity  
Everything in One Compact Unit  
Famous Dependable SEC Service  
Practical Budget-Purchase Plan

**WRITE FOR ALL THE OTHER FEATURES**



Model AHR

One of the many SEC models available

Sec-o-matic Corporation, 55 LaFrance Avenue, Bloomfield, N. J.  
A General Precision Equipment Corporation Subsidiary

FOR **BETTER** FLEXIBLE HOSE AND COUPLINGS

*Specify*

**PACKLESS**

SUPPLIED AS STANDARD EQUIPMENT  
BY LEADING MANUFACTURERS  
AND DISTRIBUTORS —

Packless manufactures and stocks every type of flexible metal hose unit required for all the various pressing machines now in use.

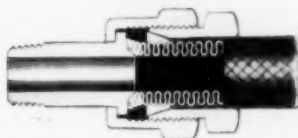
Packless Flexible Metal Hose is of the highest quality, seamless bronze tubing and contains no welded joints to weaken or crack. They are reinforced with high-tensile bronze wire braid which assures long life and extra safety under constant pressure.

Packless Flexible Metal Hose units are available in two constructions to satisfy every user; one with detachable fittings applied to the hose by mechanical means, the other with fittings brazed at each end.

#### MECHANICAL FITTING ASSEMBLIES



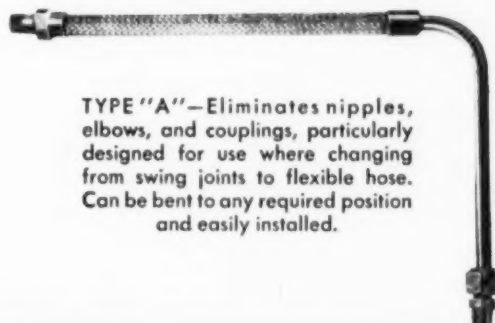
Illustrated is type BD with Male Detachable Coupling each end. Also available with flanges one end or both ends.



Cross section view of the Packless Mechanical Coupling, showing the positive leakproof seal that is made without use of solder or application of excessive heat.

**PACKLESS FLEXIBLE HOSE** units are available for all pressing machines, in sizes 1/4", 5/16" and 3/8" I.D. with male pipe thread fittings or flanges, as required.

#### STANDARD UNITS WITH BRAZED FITTINGS



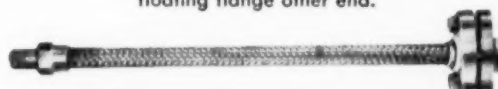
**TYPE "A"**—Eliminates nipples, elbows, and couplings, particularly designed for use where changing from swing joints to flexible hose. Can be bent to any required position and easily installed.



**TYPE "B"**—Male couplings each end.



**TYPE "C"**—Male coupling one end, floating flange other end.



**TYPE "CC"**—Unit as above, complete with Companion Flange.



**TYPE "D"**—Floating flange each end.

Send for descriptive folder on **PACKLESS FLEXIBLE HOSE** units. If your local dealer doesn't handle Packless, write in for the name of your nearest supplier.

**PACKLESS DISTRIBUTORS ARE A DEPENDABLE SOURCE OF SUPPLY**

**PACKLESS**

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- Consistent service in the interests of the Laundry and Dry Cleaning Industries

Our Representatives are interested in YOUR supply and equipment problems... they are Qualified by training and experience to work with you in treating more efficient and economical operations... Call on them for cooperation at any time... It will be extended gladly at no obligation.

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**ALKALIS**—Ponsal; Metex; Metex 99; Cowles Detergent; Wyandotte Products; Prosperity Sodas; Soda Ash; Caustic Soda  
**APRONS FOR IRONERS**—Carman's Prosperity Apron Ducks in customary widths and weights—look for the purple stripe.  
**BLEACH**—Sodium Hypochlorite; Ad-Dri; Perchloron; HTH; Pittchlor; Penoxone; Chloride of Lime  
**BLUES**—Carman's Prosperity Blues—complete line; Erusto Blues; Escomo Blues  
**COVER CLOTH AND DUCK**—Orlone Coverings (medium wgt.); Carco Extra Duck (heavy wgt.) in widths to fit any ironer—look for the purple stripe  
**FINISHING AID**—Carco CMC Formula  
**FLANNELS**—Carco Flannel—54"x72"; Carvel Nylon Blanket; Ready-made press Bannets  
**HAMPERS**—the famous "Lane" and "Meese" lines—all styles and sizes, with or without casters  
**NETS**—Cotton Carmanets; Nylon Nets. All sizes and colors.  
**PACKAGING**—Boxes; Shirt Boards; Collar Supports; Shirt Bands; Garment Bags; Specialties  
**PADDING**—Red Edge Knitted Cotton Padding; Resillo Steel Wool Pads for Presses; Cut and Bound Press Pads; Marvel Pads  
**PRESS COVERS**—"Tailor-Made" Cotton and Nylon Covers  
**SOAPS**—Pretex & Gamble's complete line; Ivory Powder and Flakes; Amber Powder and Flakes; Saratoga; Brix; Gryus Paste; Ozonite and Cold Water Ozonite; Calico; Synthetic detergents  
**SOURS**—Carco Sours; Carcobrite, Extra, Special, Carcocide, Carco DC, Carco Tint; Erusto Sours, Special and Regular; Erusticide; Wyandotte Sours. A complete line of "safe-to-fabric" sours  
**STAIN REMOVERS**—Carman's Carco Line; Oil-Go, Yellow SpecRc, Clear-O, Calad; Davies-Young; Erusto; Street; Wilson  
**STARCH**—Keefer's Satinette and Wheat-n-corn; Huron's Velvet Rainbow and Wheatex. Other brands for special purposes.

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**CHEMICALS**—A complete line of high quality products for every purpose.  
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**HANGERS**—Carco Wire; Waldorf Hang-Rite; Neverrip Tie Hangers and Bags  
**PAPER SPECIALTIES**—Trousers Guards; Tissue; Hanger Shields, Pro-factors  
**SOAPS & SPOTTERS**—Carco Specialties; Calad; Davies-Young; Eaton; Erusto; Spix; Street; Others  
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**RUG & UPHOLSTERY SHAMPOOS; STRIPPERS—STAIN REMOVERS; DETERGENTS; DUODEX CARPET ANTISEPTIC; SIZINGS—RUG SEALER, SOLVENTS.**

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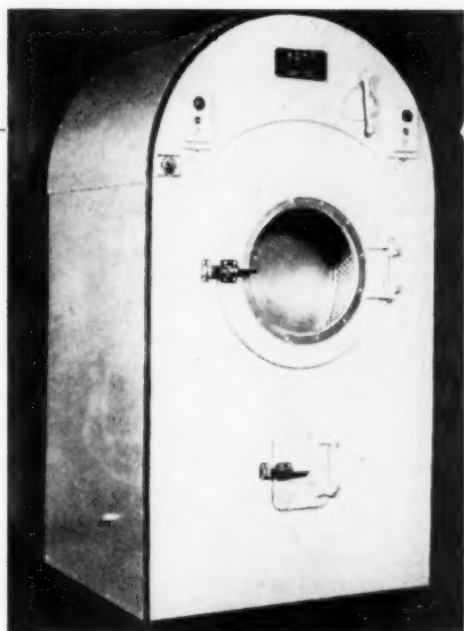
JACKSONVILLE • KANSAS CITY • MIAMI • MINNEAPOLIS • NORFOLK • OMAHA • PHILADELPHIA • PITTSBURGH  
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The Solvo-Miser reclaims between 90 and 95% of your solvent.

It pays for itself in less than a year.

Production is doubled, even tripled, when used with a closed type synthetic cleaning machine.

Increases capacity.

Complete expulsion of fumes through efficient deodorizing system.

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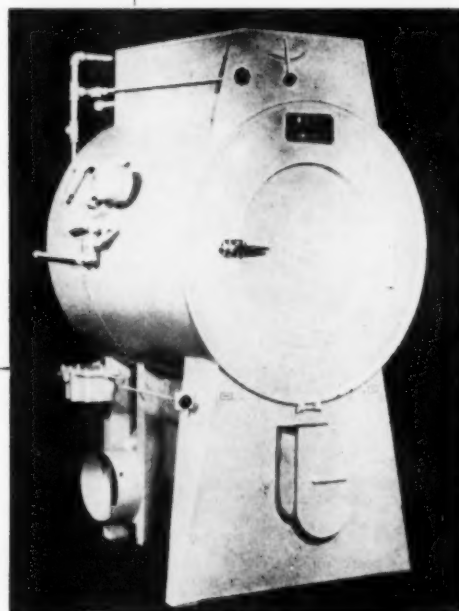
Model A—capacity 20 lbs. dry wght.....\$1093

Model B—capacity 30 lbs. dry wght.....\$1193

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Fall River, Mass.



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with BUILT-IN LINT TRAP

- NO EXTRA CHARGE
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- FULL USE OF HEAT AT ALL TIMES

**PLUS**

Cylinder V Belt driven through Reducer by individual motor.

Fan directly motorized permitting it to exhaust while loading and unloading.

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Steam Tumbler starts at \$405.00 Drycleaning starts at \$455.00

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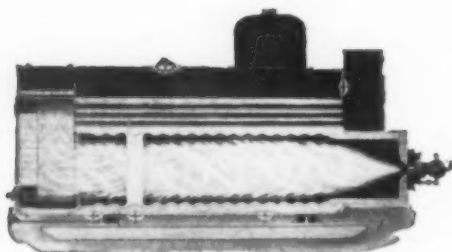
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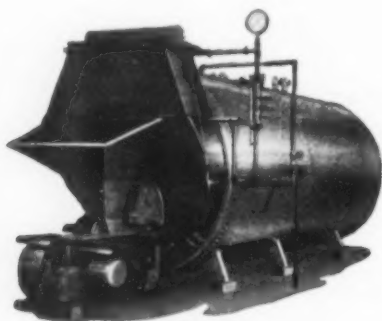
for years and years of efficient, dependable service . . .

# Leffel

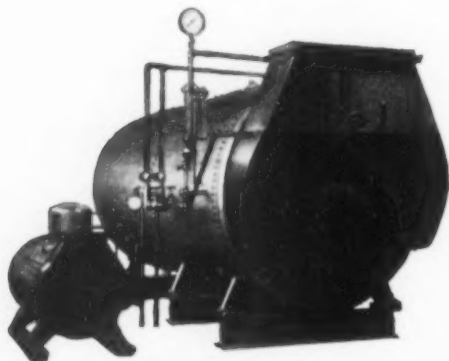
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You leave your boiler worries behind when you specify a Leffel Scotch Type Boiler. Yes, generations of Leffel users will assure you that you can depend on your Leffel boiler to give a full output for many, many years.

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11-51



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One cleaner reports a 50% saving in direct labor costs plus greatly improved quality. Another cleaner tried one—then bought ten!

Anyone can operate the **SCRUB-O-MATIC**. Use it on the dry side or wet side. Takes less than 5 square feet of floor space.

Ask your own jobber about the Hopkins **SCRUB-O-MATIC**, or use the coupon below for complete information.

*Hopkins*

EQUIPMENT CO.  
Hatfield, Pa.



Just dip the garment in tank of solution



And pass through SCRUB-O-MATIC brushes

HOPKINS EQUIPMENT CO., Hatfield, Pa.

Gentlemen:

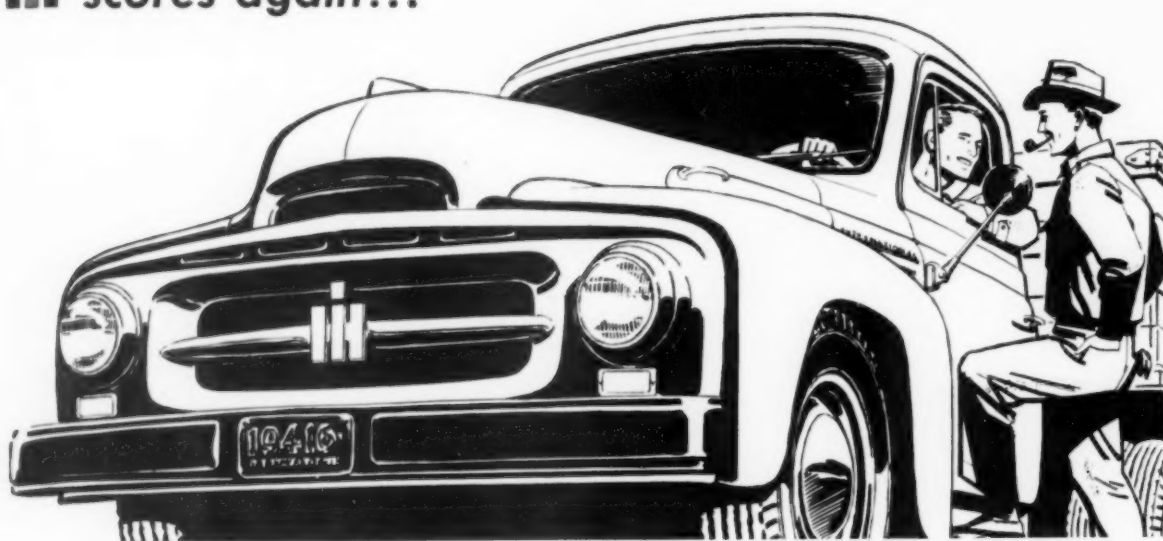
Please send me full information, and prices on the new Hopkins SCRUB-O-MATIC Garment Scrubbing Machine.

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*Proved as only **IH** can prove 'em*

The 307 new features in the New International Trucks have been . . .

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**Now—the features you want—  
in America's most complete truck line**

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"Standard of the Highway"





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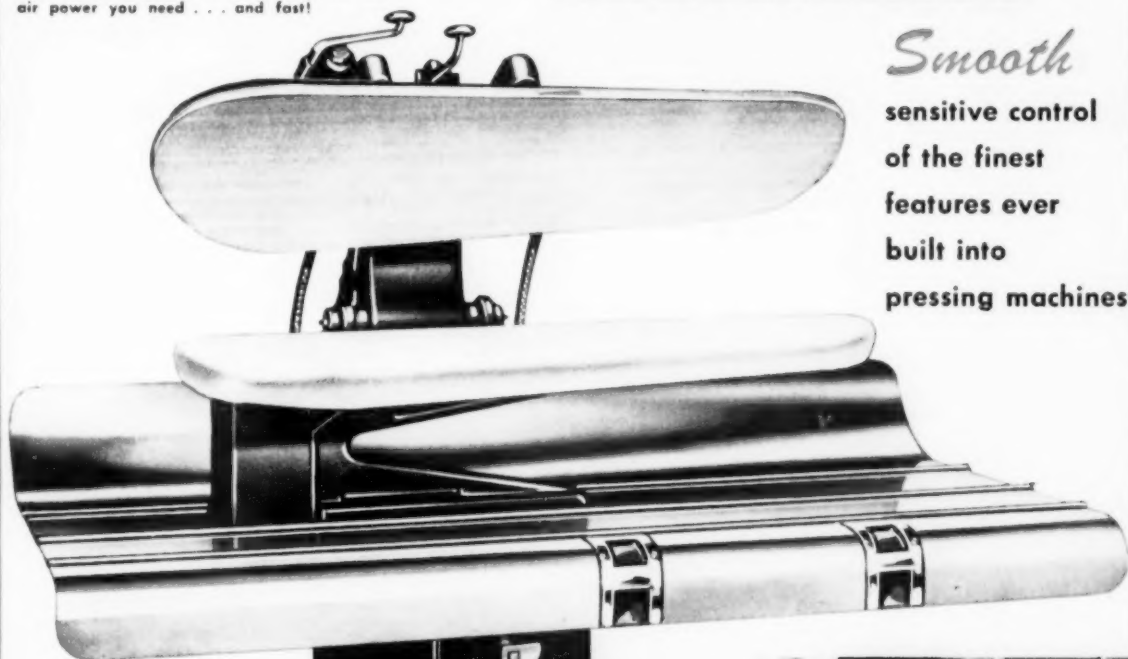
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Levers and buttons are designed for your ease. Light, easy finger-tip touch delivers all the air power you need . . . and fast!

*Smooth*  
sensitive control  
of the finest  
features ever  
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pressing machines



UTILITY PRESS  
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**A COMPLETE, PRACTICAL,  
SELF-TEACHING COURSE**

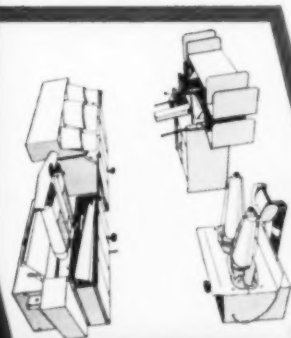
**FOR ONLY \$7<sup>50</sup>**

# sport shirts are a breeze with the

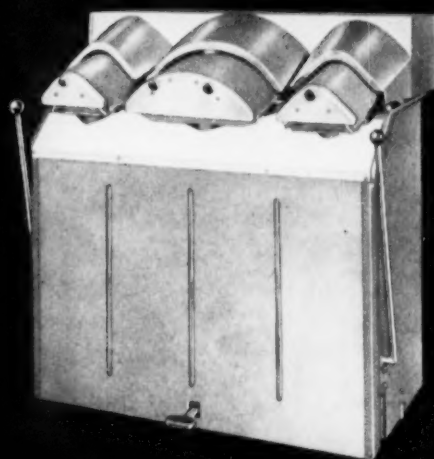
Here's the answer to your sport shirt problem . . . the New Forse machines are engineered to handle sport shirts with their special fabrics just as quickly, efficiently and satisfactorily as dress shirts.

## **FORSE MASTER UNIT** 2 GIRLS — 100 SHIRTS PER HOUR

These two new machines, along with the well known Master Sleever (\$795) and Master Folder (\$695) form a 2-girl Master Unit that can finish 100 or more sport or dress shirts per hour . . . easily and beautifully.



**FORSE  
BODY MASTER**  
\$1495



**FORSE  
TRIPLE MASTER**  
\$1095

The new Forse Body Master is a laundry owner's dream that finishes the entire shirt body in one fast operation. Handles all sizes, dress or sport shirts, and it takes only a few seconds to attain a beautiful finish unequalled by any other method.

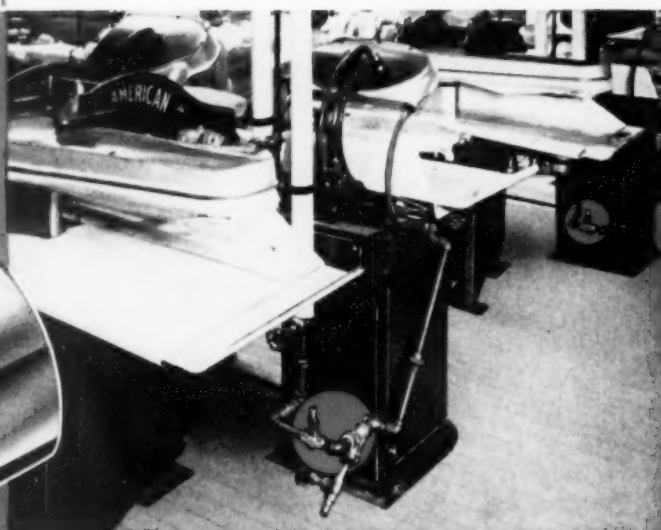
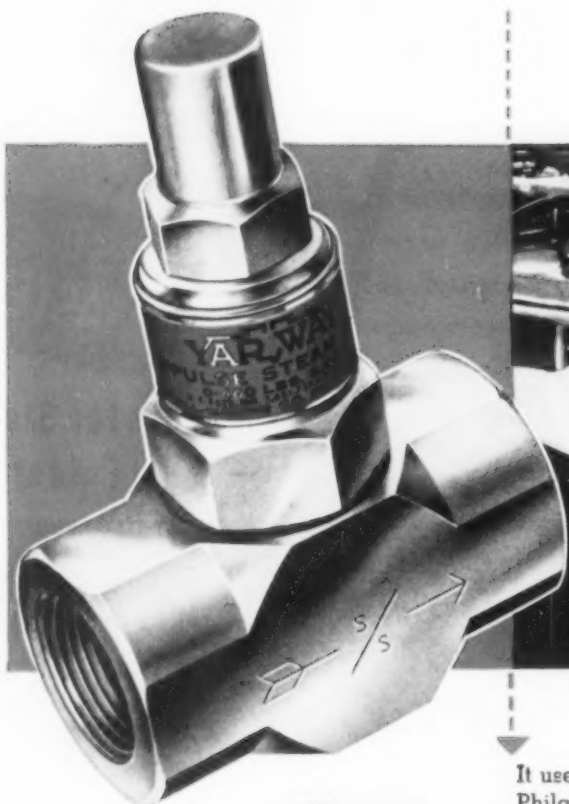
The new Forse Triple Master has many outstanding features that place it far out in front of competitive models. Besides being the fastest drying collar and cuff press, its unique method of instantly changing from high heat and pressure to low heat and pressure makes it ideal for sport shirts.

*Write, phone or wire for complete information*

# Forse

## Equipment Corporation

820 West 14th Street, Anderson 2, Indiana



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It used to take 30 minutes to warm up the presses in a big Philadelphia tailoring plant. Now it takes 5.

What happened? They replaced old-style steam traps with Yarway Impulse Traps—and **gained 25 extra minutes a day for productive operation.**

That's pretty typical where Yarway Steam Traps are on the job. Whether it's a tailoring plant, laundry, cleaning establishment or other plant where steam is used, Yarways are designed to send the most premium B.T.U.'s at top temperature into your process or product. **They get equipment hotter, sooner . . . and keep it hot.**

When you add to this the other Yarway features—small size, only one moving part, easy installation, low maintenance, dependable operation, low cost—you have the reasons why over 750,000 Yarway Impulse Steam Traps have been already installed.

One of 216 Yarway trap and strainer distributors is located near you. See him for your Yarways today.

**YARNALL-WARING COMPANY**  
138 Mermaid Avenue, Philadelphia 18, Pa.

## YARWAY

### NEW TRAP BOOK

Twenty-four pages of the latest information on steam traps and trap applications. Your copy is free. Write today.



the steam trap designed with more production in mind



# BRIDGE THE P & L GAP

## with a RUG CLEANING DEPARTMENT

PROFITS

LOSSES

### THE MULTI-CLEAN Method

## Shows You How!

There are thousands of rugs and carpets in homes and business places that have never been professionally cleaned. Many of them belong to your present dry cleaning customers. The Multi-Clean Method will not only help you get these jobs and others, but will equip you to handle them at handsome profits.

Using top-quality Multi-Clean equipment and materials with the recommended methods you will do the kind of work that will satisfy your customers and build you a steady profitable repeat business. The Multi-Clean Method can be used "on-location" as well as in your plant, thus opening up an even bigger field for you.

**SALES AID PLAN.** Multi-Clean offers you a complete sales aid and local advertising plan that really clicks for getting new and repeat business. Contains plenty of sales-building newspaper and direct mail advertisements which you can put to work right away! It has been tested and proved by thousands of dry cleaners over the country who have bridged the gap between profits and losses with the Multi-Clean Method.

## FREE! STEP BY STEP METHOD



A colorful 8-page folder, "The Right Way to Multi-Clean Carpets and Rugs" illustrates by clear diagrams and a few simple directions how to do a streak-free shampooing job. It tells how to get the right start, how to determine pile direction, how to prepare for shampooing, mixing the solution, adjusting scrubber, etc. There are also special helps and precautions, and a section devoted to the cleaning of upholstery.



### SMALL INVESTMENT—BIG PROFITS VERY LITTLE SPACE REQUIRED

Less than a thousand dollars puts you in business via the Multi-Clean Method. Many dry cleaners report they have increased their business by 35% and more... gained many new dry cleaning customers, too. Lack of space is no obstacle either, as one dry cleaner reports he turned a 20' x 24' room into a "goldmine." Remember, most of the money makers are "on-location" jobs, and for these, no plant space is required.

#### MULTI-CLEAN SCRUBBER

Balanced construction... finger-tip control  
Four sizes: 12", 14", 16" and 19" brush spread.



#### MULTI-CLEAN VACUUM

Wet or dry pickup. Safe, portable, quiet. Attachments for every need. 5, 14, 20 and 55-gal. tank sizes.



#### MULTI-CLEAN PLANT TYPE SCRUBBER

Standard hose connections. Perfectly balanced for ease of operation. Two sizes: 16" and 19" brush spread.



#### MULTI-CLEAN CHEMICALS

**RUG SHAMPOO** with rich coconut oil base and powerful germicide. Safe on all carpets and rugs.

#### UPHOLSTERY SHAMPOO

renews fabrics quickly, easily, safely. Contains powerful cleaning and germicidal agents.



ALWAYS USE GENUINE  
MULTI-CLEAN ATTACHMENTS AND MATERIALS

## MAIL THE COUPON TODAY!

MULTI-CLEAN PRODUCTS, INC., Dept. NC-2  
2277 Ford Parkway • St. Paul 1, Minnesota

Gentlemen: Please send me the free folder, also more information about the Multi-Clean Method and Sales Aid Plan.

Name \_\_\_\_\_

Address \_\_\_\_\_

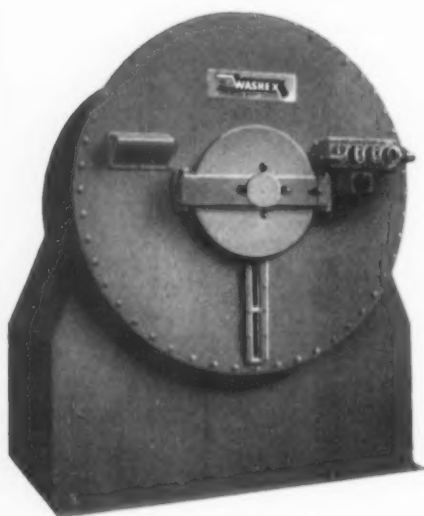
City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

**THE MULTI-CLEAN METHOD:** The Only Complete Floor Maintenance Program Available Thru Authorized Distributors Everywhere.

# MEET THE ACTION-

## *that is stirring*



### "100" WASHEX

COMBINATION WASHER-EXTRACTOR

*Ideally suited to dry cleaning*

WHEN you see the "100" WASHEX Combination Washer-Extractor, you'll know why it's become the milestone of modern, advanced dry cleaning engineering.

See "Open-Pocket" operation at its best . . . ingeniously mechanized in a simple, push-button Washing-Extracting cycle that cleans superbly with far less labor.

Profits go up with the "100" WASHEX Combination Washer-Extractor. Save your solvent, stop hazardous handling of solvent soaked garments, cut out excessive equipment. Cleaning is easier, different, far better with the "100" WASHEX Combination Washer-Extractor . . . see it first!

GET THE  
WASHEX STORY  
AT BOOTH 140  
N. I. C. D. CONVENTION  
CLEVELAND, OHIO



FABRIC LAUNDRY & DRY CLEANING MACHINERY CORP.

192 Banker Street, Brooklyn 22, New York

# **-PACKED TEAM**

## *the industry!*

### **OLSON** TUBULAR SCREEN FILTER

Crystal Clear \* Long Cycle Filtering

**S**OIL-LADEN solvent becomes crystal clear and sparkles with real cleansing vitality when OLSON TUBULAR SCREEN FILTERS "watchdog" your system.

No scraping; simply backwash a few minutes each day . . . That's all it takes to operate your OLSON filter.

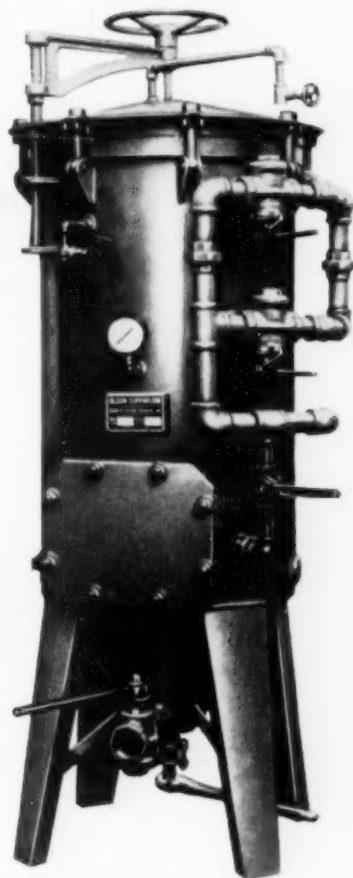
It's rugged . . . soundly engineered for trouble-free maintenance with Tubular Screen Filters that are amazingly sensitive to the smallest of soil particles.

Dry cleaning, with OLSON TUBULAR SCREEN FILTERS safeguarding the solvent lifeline, is easier, much more economical and it frees you from week-end maintenance worry.

Worth looking into? Of course, see it now!

**OLSON FILTRATION ENGINEERS, INC.**

1624 Kilbourn Avenue, Chicago 39, Illinois



**GET THE  
OLSON STORY  
AT BOOTH 139  
N.I.C.D. CONVENTION  
CLEVELAND, OHIO**

# A new look for an old favorite

A sparkling, modern new label designed for quicker, easier identification in your plant.

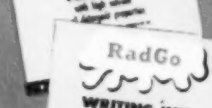


And, inside, the same fine action-loaded spotter that's been a favorite for 25 years.

New simplified "how to use" instructions printed in clear, easy-to-read type.

For stain removal that's certain and safe get on the

**Wilson GO Line**



**WILSON SPOT and STAIN REMOVERS go further... do more — order them from your jobber**



**send for your free copy of this NEW**

# STOP WASTING MONEY ON CLOTHES

*by Taylor Host*

KEEP THIS BOOKLET HANDY  
IT WILL SAVE YOU MONEY

Compliments of GENE RUSSELL  
**MESA CLEANERS**  
5348 CRENSHAW LOS ANGELES, CALIF.  
AX. 1-2213  
We own and operate our own plant



## CUSTOMER BOOKLET

**Built by cleaners for cleaners . . .**  
**Approved by women for**  
**women . . .**

This powerful new sales tool now gives you a proven method of increasing cleaning frequency by old customers . . . as well as inviting choice new business.

- ✓ Over the counter give-away
- ✓ Newspaper, radio, TV premium
- ✓ Door-opener for routemen
- ✓ Superior Direct Mail device
- ✓ A natural for women's groups

**YOUR  
FIRM NAME  
IMPRINTED**

*in any style*

### please note

Taylor Host produces an editorialized newspaper campaign of chatty columns which gets high readership from high-income women. It's a trade winner. More information on request.

Taylor Host Inc.  
718 N. Avenue 53  
Los Angeles 42, Calif.

Gentlemen: Please send me my free copy of your customer booklet "STOP WASTING MONEY ON CLOTHES" together with quantity price list.

FIRM NAME

STREET & NUMBER

CITY

BY: \_\_\_\_\_

name

please print or type

ZONE

STATE

title

**Clip and Mail  
TODAY!**

# STOP THOSE LEAKS!



## LOSING TAGS?

Tags that tear, disintegrate or shred in processing mean lost dollars. TAGS MADE OF PERMAFIBER STOCK defy the strongest solvents and solutions; won't tear or scuff in work; won't break at fastening point; and they stay with the garment from start to finish.



## INK BLURRING?

TAGS MADE OF PERMAFIBER STOCK have a new, non-oily, extra-smooth surface that takes ink more swiftly and holds it indelibly . . . identification as constant and reliable as a finger-print. Clear markings on flat, uncured tags save precious hours of sorting time.



## COLOR RUNNING?

TAGS MADE OF PERMAFIBER STOCK come in *Nine Bright, Beautiful Colors* that absolutely WILL NOT "BLEED" . . . no danger of ruining garments with running tag colors, no matter what solutions you use. And these distinctive colors give you the most efficient "signal" system!

Stop watching those dollars go down the drain! If faulty tags are costing you money in garment replacements, wasted labor and customer irritation, do what hundreds of America's most efficient plants are doing . . . insist on

## MARKING TAGS

made with

*Permafiber*  
**TAG STOCK**

The last word in Laboratory-Engineered Tag Stock . . . Scientifically Formulated and Control-Tested to stand up under all Laundering and Cleaning conditions . . . dry or wet; to stay flat, flexible, unblurred and color-fast despite the strongest chemicals and solvents. The complete dependability of TAGS MADE OF PERMAFIBER STOCK saves wasted time in marking and sorting, and provides the nearest thing to an iron-clad guarantee that you will lose neither garments nor customers! Don't gamble with your profits; don't settle for less than the best when the best actually costs you less. Follow the leaders . . . test PERMAFIBER stock for yourself and you'll always specify TAGS MADE OF PERMAFIBER STOCK!

**FOR SAMPLES AND NAME OF THE NEAREST PERMAFIBER JOBBER, WRITE**

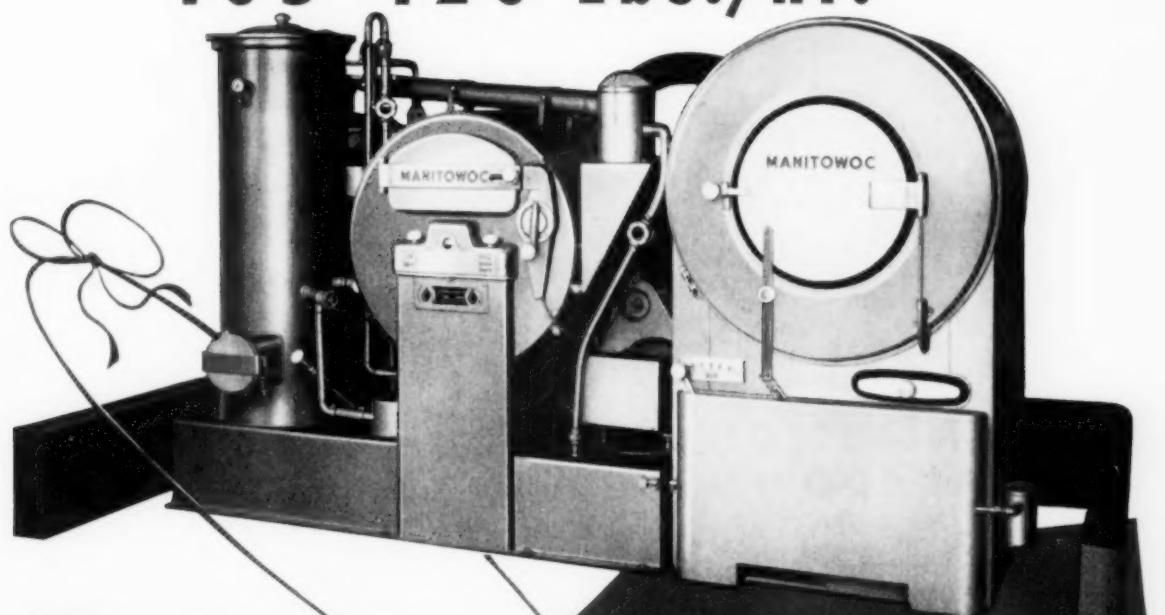


*Permafiber Corporation*

450 SEVENTH AVENUE  
NEW YORK 1, N. Y.

# PRODUCES MORE

## 105-120 Lbs./hr.



**Manitowoc**

*More Cleaning Per Hour  
Less Cost Per Pound*

You get both with a Maniwoc. More cleaning per hour because a Maniwoc tumbles while it washes. There's no waste of time — your machine is working on "both barrels" every minute. That's why you can produce more, and profit more with a Maniwoc.

Double drum design is the real answer to faster and higher production — it makes "on-the-premises" cleaning practical and profitable. It gives you finer cleaning — faster cleaning — more economical cleaning.

If you are interested in a synthetic machine that is built to the highest standards, with all the most advanced features, yet is priced lower than any machine of comparable capacity, get complete details on Maniwoc — the best investment you can possibly make.

**COSTS LESS**

**\$4860 COMPLETE**

- WASHING — EXTRACTOR
- RECOVERY TUMBLER
- CONTINUOUS STILL
- CONTINUOUS FILTRATION
- DUAL-LEVEL VENTILATION
- BUILT-IN STORAGE TANK

*Plus ALL these features*

- ★ CONTINUOUS DISTILLATION
- ★ CONTINUOUS FILTRATION
- ★ DUAL-LEVEL VENTILATION
- ★ SLUDGE AGITATOR
- ★ BIG 36" x 30" RECOVERY TUMBLER
- ★ UNDERWRITERS LABORATORY  
APPROVED

**Manitowoc**  
*Synthetic*

MANUFACTURING DIVISION OF  
MANITOWOC SHIPBUILDING CO.  
512-16th St.,  
Manitowoc, Wisconsin

PERCHLOR DRY CLEANING UNIT

# HOW TO KILL 3 BIRDS... WITH 1 FILTER!

FILTER  
SCRAPE-DOWN



## 1 PUSH-BUTTON SHAKEDOWN

This Bowser Roto-Kleen filter saves many hours of backbreaking labor every week by motor-shaking muck down from the plates. No more plate-scraping . . . no backwashing!



SOLVENT  
WASTE

## 2 SOLVENT SAVER

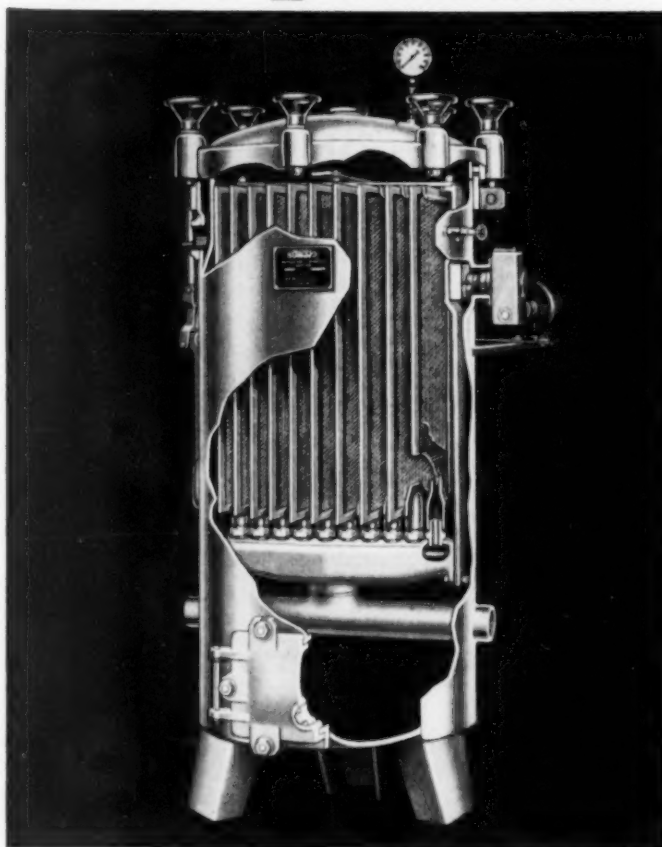
A turn of a valve applies air pressure to the sludge . . . releasing entrapped solvent . . . returning it to the dirty solvent storage tank. You save money every time you use it!

SLUDGE  
DRUDGE



## 3 SLUDGE DRYER

Air pressure also reduces the sludge to dry, easy-to-handle segments . . . eliminates the drudgery that goes with removing a gooey mixture of solvent and sludge.



*Write Today for Full Facts*

**BOWSER DRY CLEANING EQUIPMENT IS  
SOLD AND SERVICED BY BETTER JOBBERS**

BOWSER, INC., 1312 Creighton Ave., Fort Wayne 2, Ind.

• or call our nearest regional office • Atlanta • Chicago •  
Cleveland • Dallas • Kansas City • Los Angeles • New  
York • San Francisco • Washington, D. C.



Meet us at N.I.C.D.  
Cleveland Auditorium  
Feb. 13-15, Booth 567

**LIQUID CONTROL SPECIALISTS SINCE 1885**



*- for foolproof  
proven efficiency*

**\$3.30 BOX** (white)

**\$3.50 BOX** (colored)

**1,000 strips** per box

Each box numbered  
from 001-1,000

**There is no  
substitute  
for PRE-MARKED  
STRIP-TAGS!**

- ★ Instantly revolutionizes marking methods!
- ★ Saves 50% in marking and assembly time!
- ★ Eliminates transposed numbers . . . . . claims!
- ★ Clear Bold Numbers . . . No eye strain!
- ★ Ink damage impossible - Throw your ink away!
- ★ Tear them off - staple them on . . . that easy!

**10-BRIGHT COLORS:** numbers 1 to 30 in each color  
300 color number combinations

Ask your distributor or write  
**PRE-MARKED STRIP TAG CO.**  
3232 INDIA ST., P. O. BOX 2430  
SAN DIEGO, CALIFORNIA

*- for  
best results  
use both tags  
together!*

Also, the **NEW** -

**20** SPECIAL  
INSTRUCTION

**TAGS** in six bright colors  
- a color for each dep't.

Let **TOKEN-TAGS**  
show you how to  
do it right the first time.

An open letter to  
charged system operators  
about **SOLVENT CONTROL**

from the makers of **Magnesol**  
BRAND MAGNESIUM SILICATE

You have been wisely advised to control the soap content of the charge but also told by some companies to ignore the build-up of soluble impurities. If you control soap concentration but don't control solvent purity, what happens?

You start with a fresh charge of soap and solvent. Every load of clothes brings in both solid and soluble soil. Solid soil gets trapped on the filter. But soluble soil builds up steadily in the charged solvent. Pretty soon, the charged solvent contains more dissolved filth than the clothes you put in. Unable to clean satisfactorily, you dump the charged solvent and start all over again with fresh soap and solvent.

Now let's see what happens if you control both soap content and solvent purity.

You start with a fresh charge of soap and solvent. With every 30 lb. load of clothes you add a pint measure of MAGNESOL. As before, the solid soil is trapped on the filter. But a major part of the soluble filth is adsorbed by the MAGNESOL. Result, no excessive build-up of free fatty acid, non-volatiles, color, co-solvent, organic residues or other putrid soluble soil. Each load is cleaned uniformly until the solvent and soap are spent. Finally, you dump, distill and re-charge. But by controlling solvent purity you can defer distillation 50% - actually do better work at no extra cost for MAGNESOL SOLVENT CONTROL.

Obviously, you are better off.

Why haven't we told you these simple facts before? Well, being a very large and responsible corporation, we had to check and double check the figures by a full year of tests both in a nationally-known dry cleaning laboratory and in dry cleaning plants before making a flat recommendation.

But now we say: To discover how good your charged-system really can be, control both soap concentration and solvent purity. Add a pint measure of MAGNESOL to every 30 lb. load. Defer distillation 50% - and do more uniform cleaning at no extra cost.

You did high-quality batch cleaning with MAGNESOL SOLVENT CONTROL. Try MAGNESOL on 100 loads and see for yourself how you can now Combine Batch Cleaning Quality With Charged-System Economy.

**WESTVACO CHEMICAL DIVISION**  
FOOD MACHINERY AND CHEMICAL CORPORATION  
161 EAST 42nd STREET, NEW YORK 17, N. Y.

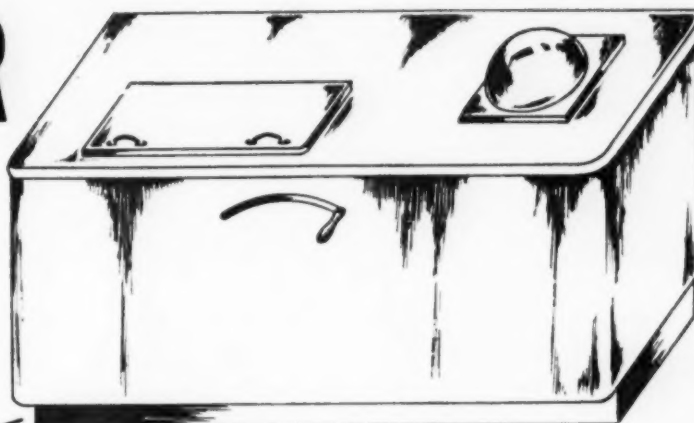
CHARLOTTE, N. C. • CHICAGO, ILL. • CINCINNATI, OHIO • CLEVELAND, OHIO  
DENVER, COLO. • LOS ANGELES, CALIF. • NEWARK, CALIF. • PHILADELPHIA, PA.  
ST. LOUIS, MO. • VANCOUVER, WASH.



\*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its brand of magnesium silicate adsorptive powder.

# YOUR ANSWER TO The PILLOW CLEANING PROBLEM HYGENATOR

**PROVEN  
BIGGEST  
DOOR OPENER  
ON THE MARKET**



STORE  
22 WALL STREET  
PHONE 2-3061

**GREEN MILL  
CLEANERS**

609 S. W. FIRST AVENUE • FORT LAUDERDALE, FLORIDA

March 22, 1952

The Technical Engineering Corp.  
3620 N. W. 6th Ave.  
Miami 37, Florida

Gentlemen:

It is with a great deal of pleasure I am writing you this letter regarding your Hygenator. The machine has been in constant use for the past three years and has suffered no mechanical trouble. During the entire time of this operation I haven't had one dissatisfied customer, and I estimate the machine has brought me an average of two new customers a week which more than justifies the installation of your pillow cleaning unit.

During the year 1951 I kept a set of books on the Hygenator. My records show I cleared better than \$3,000.00 with very little paid advertising. I wouldn't want to be without the Hygenator as it has been a definite asset to my business, both money-wise and customer-wise.

Sincerely,  
*Charles F. Ruzel*

**WRITE  
FOR FULL  
INFORMATION**

- FOR CLEANING AND STERILIZING FEATHER AND KAPOK PILLOWS
- ON A LEASE BASIS
- NEW SENSATIONAL MONEY-MAKER
- NEW CUSTOMERS
- LOW OPERATING COST
- EXCLUSIVE TERRITORIAL FRANCHISE
- SIMPLE OPERATION
- MAINTENANCE SERVICE

*The Technical Engineering Corporation*  
P.O. Box 1274 Miami Springs, Fla.

Another Successful  
Martinizing Enterprise



Typical MARTINIZING Store, at 216 Atwood St., Pittsburgh, Pa., doing \$1,100 weekly volume after only 11 weeks.

*Martin*  
**EQUIPMENT COMPANY**

DIVISION OF THE AMERICAN LAUNDRY MACHINERY CO.

Cincinnati 12, Ohio

You, too, Can be the  
Proud Owner of

MARTINIZING

*more than Dry Cleaning*

In cities and towns throughout the United States and Canada, successful MARTINIZING Stores are making money for their owners. You, too, can be the proud owner of a MARTINIZING (*More Than Dry Cleaning*) Store.

The trend, today, is to "on the premises" cleaning, and MARTIN has pioneered in this field. At no cost to you, MARTIN's trained and experienced personnel assists you in all details, to insure success of your MARTINIZING Store...from helping you choose the best location and plant layout, through complete installation, training of employees and management, assistance in bookkeeping and accounting, quality control and sales promotion.

MARTINIZING Stores can be installed in most business areas...no special building or flooring is needed.

The heart of MARTINIZING is the specially designed, automatic, perchlorethylene cleaning system. Underwriter Approved, the MARTINIZING Unit, with open-end, open-pocket, reversing cylinder, patented vibration control and powderless filtration, is recognized as the outstanding cleaning system.

Eye-catching MARTINIZING Stores, with beautiful, prefabricated fixtures, and attention-getting signs offering better, faster service, attract and keep more satisfied customers.

**WRITE NOW...**  
**TO INSURE YOUR TOMORROW**



# DU PONT "PERCLENÉ"

PERCHLORETHYLENE

**gives you high-quality cleaning  
at low operating cost**

Non-flammable "Perclene" is a product of Du Pont research—the same research that pioneered the use of synthetic solvents for dry cleaning.

"Perclene" brings out the original brightness and feel of garments without causing shrinkage or leaving odor. What's more, dry cleaners find that "Perclene" produces high-quality work in a short cleaning cycle—keeps operating costs down by permit-

ting efficient solvent recovery.

To get the name of the "Perclene" distributor nearest you, contact one of the district offices listed below. Your "Perclene" distributor can also make available to you Du Pont's complete technical service.

**DISTRICT OFFICES:** Baltimore, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, San Francisco.



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

## DU PONT "PERCLENÉ"

*Perchloroethylene Cleaning Fluid*



## All business is specialized

*...and nothing specializes on your business like your business paper*

Here's a smart business man. He spends his time where every sitzmark parks a prospect at his feet. It's simple sense: He *specializes*... and it *pays*!

Your business is specialized, too... and so is your business paper. The time you spend with it pays... for its editors are experts in your specialty. They scout the field... report what's good that's new... find ideas that worked... suggest methods to keep you a leap ahead of competition.

The ad pages are as specialized as the editing. They, too, tend strictly to business... your business. They bring you data on new products, new materials... gather in one place a raft of ideas on where-to-buy-what, or how to make (or save) a dollar.

That's help you can't find concentrated into such quick reading time *anywhere* else! It's help that puts many a man out front in his field, as a specialist who knows what's what today... sees what's coming tomorrow. It's simple sense to read every page, every issue.

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a paid circulation paper that must earn its readership by its quality... And it's one of a leadership group of business papers that work together to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

## Special facts for special drycleaners

For the progressive drycleaner, who wants to do a better job tomorrow than he did today, who is concerned with better service, better quality, better management, bigger sales and bigger profits—a special job of reporting the newest trends and developments, to meet your own special needs, every month in

### **The NATIONAL CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS





# INCREASE YOUR PROFITS WITH Dow-PER DRY CLEANING SOLVENT

Dow-PER keeps your operating costs at a minimum  
and gives you the highest quality work.



Your profits are controlled by your operating costs and the number of customers you have. By using Dow-PER\* you greatly increase your profit margin because:

## Dow-PER LOWERS OPERATING COSTS

1. *High Solvent Recovery*—Dow-PER enables cleaners to capture vapors from garments quickly and easily. Dow-PER gives more cleaning mileage per drum.
2. *Ease of Reclamation*—Dow-PER'S stability permits continued distillation giving you "good as new" Dow-PER that can be used over and over. Dow-PER lasts longer.
3. *Shorter Cleaning Cycle*—The deep penetrating power of Dow-PER cuts grease faster. And, the grease stays in suspension, does not redeposit on the fabrics,

eliminating extra spotting time. You can clean more clothes a day with Dow-PER.

4. *Lower Insurance Rates*—Dow-PER is nonflammable—will not cause a fire under any circumstances. This safety feature means lower insurance rates. You can operate a safe plant for less with Dow-PER.

## Dow-PER BUILDS BUSINESS

Colors are brighter, clothes are soft, fresh and new looking. Every customer is a satisfied customer and this means repeat business!

These benefits and many more are yours when you use Dow-PER. Be sure to contact your Dow distributor today. He has complete information on Dow synthetic solvents and will be glad to assist you in every way. THE DOW CHEMICAL COMPANY, Midland, Michigan.

\*Trade Name

you can depend on DOW SOLVENTS



# Attention! Dry Cleaners! Spotters!

## ENTER SOLVINK'S CONTEST TODAY

Wonderful Chance To Win Big Cash Prizes!

1st prize-\$100.00

2nd prize-\$40.00

3rd prize-\$25.00

Plus special monthly prizes.

Here's all you do—just tell us in 100 words or less "Why I like Solvink . . ." Attach one Solvink label to your letter, include your name and address, and mail to Greenville Chemical Company, Dept. C2, Box 1087, Greenville, S. C.

Entries will be judged only on sincerity. Neatness and originality do not count. Contest closes April 30th, 1953.

This is not a public contest. It is limited to members of the laundry and dry cleaning industry . . . Makes your chances of winning just that much better! Best letter each month wins beautiful cigarette lighter! If you win a grand prize your jobber salesman will also win a handsome cigarette lighter. Back him up and enter the contest today! Be sure to include your jobber salesman's name and company.

Send your entry TODAY to:

**GREENVILLE CHEMICAL COMPANY**

Dept. C-2, Box 1087

Greenville, South Carolina

Mfgs. of: Solvink • Tansol • Greenzyme • Iodaze • Six-in

CONTEST DOES NOT APPLY IN ANY STATES PROHIBITING PROGRAMS OF THIS TYPE.



# Short Cut TO MAINTENANCE SAVINGS



STEAM-FLEX BRONZE  
*Press Connectors*

YOU can trim press room maintenance costs the easy way with Steam-Flex Press Connectors. Top quality bronze used in Steam-Flex, plus corrugation-forming the exclusive CMH way, assures you of long, dependable life on every steam press you own.

All-metal, packless construction and Rex-Tite Heatproof Reattachable couplings are your assurance of freedom

from steam or condensate leaks . . . And there is no aging or deterioration from heat or pressure with Steam-Flex! Installation of Steam-Flex is quick and simple, too. No special tools or skill required for replacing old connectors with reliable bronze Steam-Flex.

Write for details on Steam-Flex Flexible Metal Press Connectors today!



Flexon identifies CMH products that have served industry for over 50 years.

**CHICAGO METAL HOSE Division**

**Flexonics**

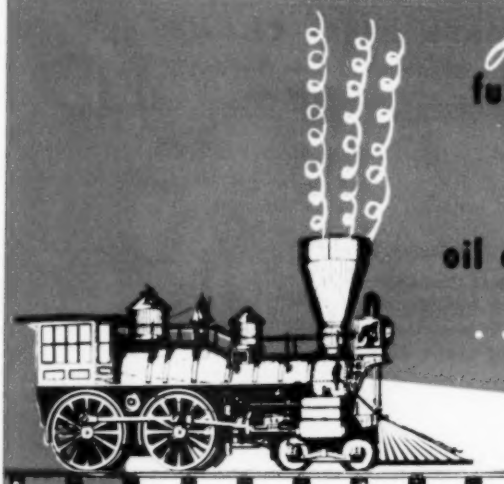
*Corporation*

1306 South Third Avenue, Maywood, Illinois

Manufacturers of flexible metal hose and conduit, expansion joints, metallic bellows and assemblies of these components.

In Canada: Flexonics Corporation of Canada, Ltd., Brampton, Ontario





*dry*  
full steam ahead for you with a  
**COLUMBIA HRT\***

oil or gas fired boiler

... thanks to greater heating surface

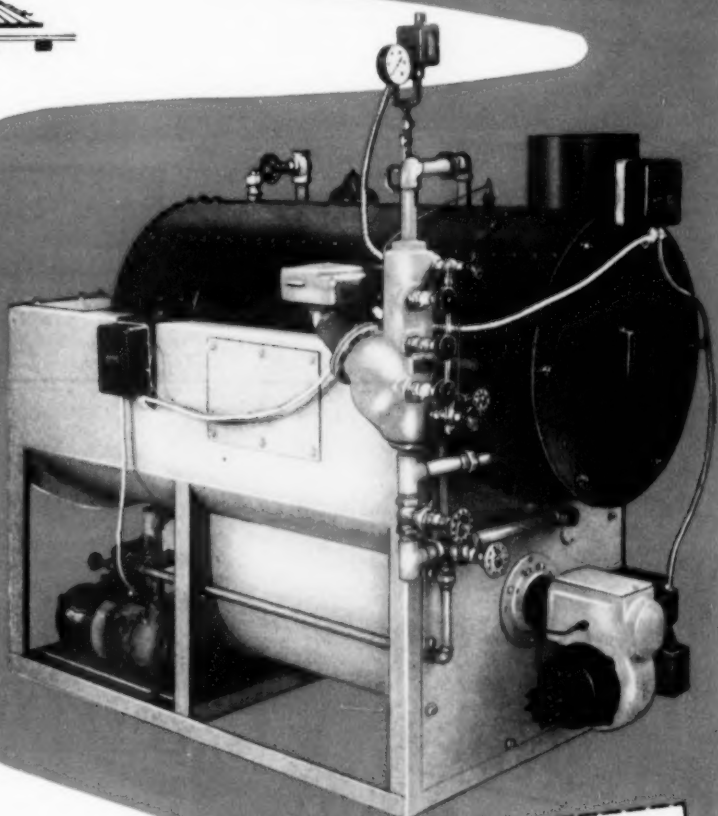
Steam a-plenty ... and drier, hotter steam! The Columbia HRT\* Oil or Gas Fired Boiler actually has a larger heating surface than most boilers of the same rating. Result ... a much higher steam output!

This is just one of ten effective cost-cutting features that are yours with Columbia.

No time like now to take the first step toward reducing your overhead costs. Get all the facts on Columbia's new HRT\* Oil or Gas Fired Boiler — learn how it can deliver for you more steam per dollar invested, more steam per dollar spent for fuel. Clip and mail the coupon today!

**10 big features—  
yours with COLUMBIA!**

- 1 Larger combustion chamber permits overtiring.
- 2 Easy access to the single bank of tubes from front and back.
- 3 Two-pass updraft minimizes draft loss and insures greater safety.
- 4 Removable covers make all parts accessible.
- 5 Large steam space insures drier steam.
- 6 Greater heating surface than most boilers of same rating, resulting in higher steam output.
- 7 High efficiency through proper proportion of two-pass heating surfaces.
- 8 Completely submerged tubes insure longer life.
- 9 Combustion chamber factory-installed with specially designed refractory and insulation, maintaining heat loss.
- 10 Inexpensive, yet built of the best materials to give years of trouble-free service.



**COLUMBIA**

**BOILER COMPANY**

Office and Factory: Pettisburg, Pa.

Gentlemen:

Without obligation, please send me information on how I may reduce operating costs in my plant by switching to a new Columbia HRT\* Oil or Gas Fired boiler.

Firm Name .....

Address .....

Your Name .....

Position .....

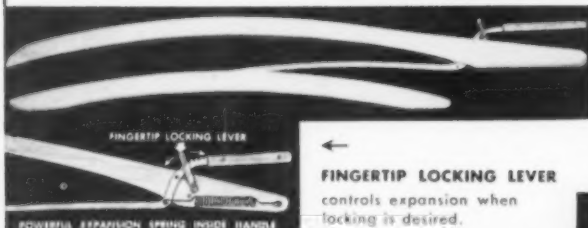
Manufacturers of Steel Power & Heating Boilers

**ONLY THE FINEST!**  
**ALUMINUM SLEEVE BOARD**  
 LIGHTWEIGHT—STURDY—SWEAT PROOF



Cast Aluminum Body—Solid Wooden Arms  
 As Shown, undressed ..... \$3.50  
 Padded and Covered ..... \$4.95

**SELF EXPANSION PELICAN \$5.95**



**AUTOMATIC EXPANSION** is provided by powerful spring enclosed in handle.

**FINGERTIP LOCKING LEVER** controls expansion when locking is desired.

**TWO MODELS:**  
**REGULAR**—For Suits & Coats  
**SOFT**—For Soft Garments

*If your jobber cannot supply you—write us.*

**AMBER MANUFACTURING CO.** 607 S. UNION AVE., LOS ANGELES 17, CAL.

**AMBER PRESS CLAMP**

"The Indispensable Little Stretcher"



Latest Model \$5.95

Patent No. 2,507,584

**Now Better Than Ever**

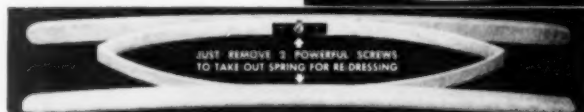
- ★ Spring Steel Clamping Body
- ★ Adjustable Handle Hook
- ★ Powerful Expansion Spring
- ★ Renewable Cloth Cover



This self-powered pelican combines two sleeve forms into one. Suitable for heavies as well as softs.

**SPECIAL CUT-OUT IN SPRING** provides for easy replacement of cover.

**JUST REMOVE 2 POWERFUL SCREWS** — and presto — out comes spring, ready to cover.



**EASY COVER SLEEVE FORM \$3.95**

**IF IT NEEDS  
 WET CLEANING**



**You can clean it  
 thoroughly, safely and  
 economically with  
 Orvus Extra Granules**

— the multi-purpose  
 synthetic detergent

*Procter & Gamble* CINCINNATI, OHIO



# A Quarter Century of BOILER ROOM HEATING & VENTILATING Service To Dry Cleaners

FROM OUR HUMBLE BEGINNING



TO OUR PRESENT TWO LARGE MODERN PLANTS

COMPLEMENTED WITH THREE AUXILIARY BUILDINGS



**It Cannot be Written Into Specifications ...  
It is not Shown on Blue Prints ...  
But 25 Years of Valuable Experience  
is Reflected In Every Product That  
Bears This Trade-Mark ...**



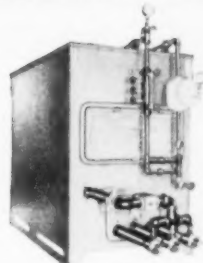
Kisco had its humble beginning in a small store-front, one story building in 1928. Its infancy was beset with depression years, but the embryonic organization, undaunted and unafraid, forged ahead.

Built on a solid foundation of sound basic principles, coordinated with practical policies, Kisco prospered and grew. During the first ten years it was necessary to seek larger plant facilities on five occasions. In the years that followed, the ravages of fire and flood could not halt the constant progress, and Kisco continued to expand and advanced to still greater heights.

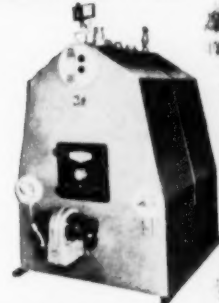
Now, after a Quarter of a Century of developing a winning combination of masterful engineering and unparalleled skill in the manufacture of fine boiler room, heating and ventilating equipment, Kisco is constantly striving for perfection of its products and its processes of manufacture. Kisco production has reached an all-time high. Kisco has grown to leadership in its field, and the just reward of its honest endeavor ... Success.

**FREE! SILVER ANNIVERSARY  
SOUVENIR GIFT!** Handsome stream-lined plastic Book Match Dispenser with a liberal supply of book matches, sent free upon request.

**VISIT US  
AT NIDC  
Convention  
Cleveland  
Feb. 13-15  
BOOTHS  
41-43-45**



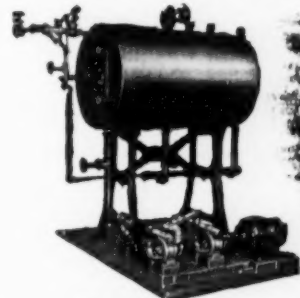
Oil or Gas Fired  
Automatic Cabinet Boilers



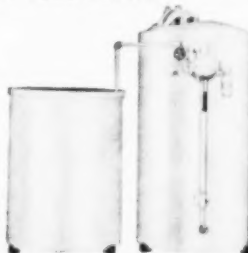
SteemAtic Vertical A-Type  
Water Tube Boilers



Vertical Water Tube and  
Fire Tube Boilers



Famous Kisco  
Return-To-Boiler System



Kisco Abso-Soft  
Water Softeners



Kisco "Q-T" Steam  
Heat Recirculators

## KISCO BOILER & ENGINEERING CO.

2414 DEKALB STREET

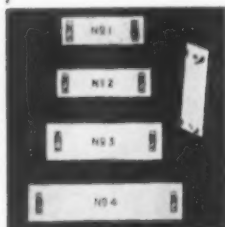
ST. LOUIS 4, MO.

## The TRADE MARK of QUALITY . . .



Every item bearing the BOSTAG Trade Mark is of the highest quality and durability. Each is fully guaranteed and has proven its superiority for 41 years. The BOSTAG Marking Line assures proper identification at all times to all users, all ways.

### Genuine PEERLESS BEACON TAGS



Smooth-edged zinc prongs are tapered to enter and leave fabric without damage. Prongs are anchored, always firm and straight, yet fully pliable for quick attaching and removing. Triple-fold 80x80 count cotton cloth, non-fraying—special easy writing finish for pen or machine marking. Also fibre, 5 sizes. White and Standard Colors. Also HALF TAGS cut straight or diagonally. SINGLE STAPLE TAGS.

### BOSTAG TAGGING MACHINES

Attach Peerless Beacon Tags faster than by hand—saving time, labor and money. Prongs are turned under for safety and smoothness. Easy, simple operation for ALL Peerless Beacon Tags. 4 Machines for Nos. 1-2-3-4 Tags. No. 4 Machine handles Half S's.



### TAG-A-DAY TAGS



Plain—or printed with days of the week, Monday through Saturday. White and six standard colors. Highest quality 80x80 count cotton cloth, also fibre. Size 1 7/16" x 2 1/4", packed 1000 to box. Standard color set-up on days of the week.

MON: Blue THURS: Orange  
TUES: Red FRI: Yellow  
WED: Pink SAT: Green

SPECIAL: White

Also Lavender, Gray, Tan.  
SPECIAL PRINTING, at nominal extra charge, may be had on any tag.

### The HUB PERFORATING TAG

Indestructible—not affected by soaps, acids, gasoline, solvents, or boiling dye. White only.

No. 1—1" x 2 1/2" No. 3—1" x 3 1/2"  
No. 2—1" x 3" No. 4—1" x 3 1/4"

### ACE of SPADES INK

Intense, jet black ink of highest quality. Free-flowing. Clean-marking. Impervious to action of strong solutions. Marks will not turn brown after laundering or dry cleaning. Quality and utility at low cost. Sizes: 8 oz., 16 oz., 32 oz., 1 gal.

### ACE of HEARTS INK (Red)

### REDUX INDELIBLE INK REMOVER

• A B SOCK TAGS • EZ-OFF IRON CLEANER

Write for Descriptive Detailed Circular



ASK YOUR DISTRIBUTOR for  
BOSTAG MARKING NEEDS

**BOSTON**  
CLIP & TAG COMPANY

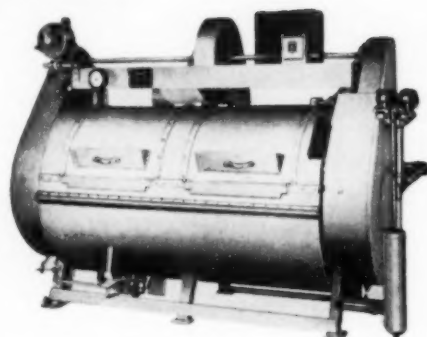
48 Grove Street, Somerville 44, Mass.

All  
Fully  
Guaranteed



## WASHERS BUILT TO YOUR NEEDS!

### LAUNDRY WASHERS



- ★ Available in Stainless Steel or Wood in Any Size required.
- ★ Belt driven or motor driven.
- ★ Ball Bearings throughout on all rotary parts.
- ★ Special Heavy Duty Adjustable Packing Glands.
- ★ Solution can't leak out through bearings.
- ★ Safety Door Switch.
- ★ Heavy Duty type motors for reversing washer service.
- ★ Welded Cylinder and Shell.

### DRY CLEANING WASHERS



- ★ Available in any size required.
- ★ Heavy Duty All Metal Washers with Maple Unloading Shelves.
- ★ Motor driven or belt driven.
- ★ Special heavy duty adjustable packing glands.
- ★ Solution cannot leak out through bearings.
- ★ Heavy duty locks and keepers, adjustable to keep doors rigidly in place to prevent tearing of clothes.

Sold By Leading Distributors In Principal Cities



**LAUNDRY MACHINERY CO.**

1112 So. Kedzie Ave. Chicago 12, Ill.





**Announcing...**

## *Eaton's* **SPOTTING ASSORTMENT**

**COMPLETE WITH SPOTTING MANUAL AND SPOTTING BOTTLES  
(A COMPLETE SPOTTING TOOL KIT)**

- ★ Economical to Use
- ★ Standardizes Procedures
- ★ Increases Spotting Efficiency
- ★ Eliminates Damage to Colors and Fabrics

The above benefits are all made possible by the use of EATON'S Superior Spotters and the EATON Spotting Manual. The Manual gives specific instructions for the application of the products to spots and stains, and sets up a sequence of their use. This establishes a *Standard Spotting Procedure*.

Take the "guess work" out of spotting.

WHY EXPERIMENT — USE EATON PRODUCTS



**EATON CHEMICAL AND DYESTUFF COMPANY**

1490 FRANKLIN ST. • DETROIT 7, MICHIGAN • Canadian Plants: Windsor and Toronto  
Vancouver, B.C., Exclusive Western Canadian Distributors: Vancouver, Calgary, Edmonton, Winnipeg

**the Qualitex® name  
is your guarantee**

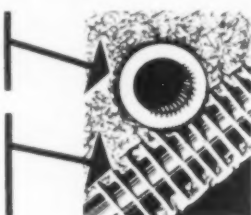


**THE PAD WITH LONGER LIFE**

The press pad that is engineered to deliver better pressing at low padding cost. Guaranteed for 4 months.

**METAL EYELETS** in the napped cover allow wire (furnished) to be laced tightly, thus preventing pad shifting and resultant pad damage.

**METAL RODS** are incorporated along both sides of the pad insuring an even pull along the entire surface and sides eliminating scallops. Quick vacuum and steam action is assured.



**THE QUALITEX LINE IS  
SOLD BY LEADING  
DISTRIBUTORS EVERYWHERE**

**QUALITEX® plastic tumbler pad  
for dry cleaning tumblers**



**QUALITEX®  
press machine cover  
for dry cleaning presses  
made of Asbestall**

**FILTER BAGS**

Qualitex filter bags are available in either Cotton Duck or Nylon. Both are pre-shrunk and can be safely laundered and are designed to fit properly. All bags

sewn with Nylon thread. Nylon bags not only outlast Cotton bags, but permit a more thorough "back wash," thus eliminating frequent bag changing.

**SOLD THROUGH DISTRIBUTORS ONLY**

**Quality products company**

5760 W. Grand Avenue, Chicago 39, Illinois



*"We're sold on DeKalb bodies—so strong!"*

SAYS MR. BERNARD VELLENGA, JR., PRESIDENT, MONARCH LAUNDRY & DRY CLEANERS



Quality workmanship has built *Monarch Laundry & Dry Cleaners* into one of the country's largest. *Monarch* depends on a fleet of 60 *DeKalb* body equipped trucks to make deliveries throughout the Chicago area. The bodies are tailored to *Monarch's* requirements with separate compartments for dry cleaning, and both clean and dirty laundry. These trucks and their operators do an efficient job of representing *Monarch* to their countless customers who never see the sparkling clean and efficient operation within the confines of the *Monarch* plants.

Things like design, appearance, rugged construction, roadability, capacity and economy, were determining factors in *Monarch's* decision to buy *DeKalb*. "They are also of interest to you! Write today for FREE literature on the *DeKalb* line."



**DEKALB**  
COMMERCIAL BODY CORPORATION

DEKALB • ILLINOIS

**how to change**

**COMPLAINTS**

**to**

**COMPLIMENTS**

**in one easy move!**  
**Find the solution in**

**THE SPOTTING MANUAL  
 OF THE DRYCLEANING INDUSTRY**

*Revised Edition*

**by ALLEN O. FLIGOR  
 and PAUL C. TRIMBLE**

The practical answer to your *No. 1 Customer Complaint*—unremoved spots! Clear and specific instructions for safe removal of 179 common spots and stains—as well as general spotting methods . . . supplies . . . equipment . . . fabric and stain identification.

**PLUS:** Chapters on wetcleaning, prespotting, bleaching and sizing, velvets (they're back in style!), lustering and delustering.

For satisfied customers—and more of them—use The Spotting Manual.

**PRICE**

**ONLY**

**\$5.00**

NATIONAL CLEANER & DYER  
 304 EAST 45th STREET  
 NEW YORK 17, N. Y.

☐ CHECK ☐ MONEY ORDER

Gentlemen:

Please send me my copy (postage paid) of The Spotting Manual of the Drycleaning Industry, Revised Edition.

Name .....

Firm .....

Address .....

City ..... State .....

IT'S *EASY* TO SOLVE  
*ANY* CLEANING PROBLEM

with

**Spix**  
*Modern Research*  
**CLEANING PRODUCTS**

*The Product*

*What they will do for You*

<b>SOL-CHARGE</b>	----->	An exceptionally good emulsifier and penetrant for charging solvent. Positive control with our test kit.
<b>TER-TEX-N</b>	----->	A very high quality concentrated soap. You add the solvent and water. Excellent cleaning at low cost.
<b>DRI-TEX</b>	----->	The dry detergent for petroleum solvent. Produces maximum soil removal; reduces spotting and wet cleaning.
<b>TRUMP</b>	----->	Unsurpassed as a general oil spotter in dry or wet cleaning for a large variety of stains.
<b>HAND-BRUSHING SOAP</b>	----->	A quality, low priced, prespotter for imbedded soil, water marks and perspiration.
<b>NOX</b>	----->	Removes almost all kinds of stains fast. Use as a prespotter or for brushing reruns.
<b>AL-BEX</b>	----->	A wet spotter for blood and all other types of albumin stains when steam spotting or wet cleaning.
<b>BUMINOL</b>	----->	Removes blood and other albuminous stains with dry solvents—no water.
<b>SOLVEX</b>	----->	An excellent airplane glue and finger nail polish remover. Solvent properties of acetone but does not dissolve celanese.
<b>SPOTTING STICKS</b>	----->	Effective ink remover. Also active on fruit, light dye and metal stains.
<b>VOLTEX</b>	----->	A safe volatile chlorinated solvent mixture for grease, oil, paint, lipstick. Excellent for mixing with Trump.

WRITE TODAY FOR MORE DETAILED INFORMATION

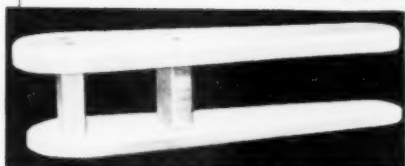
VISIT US AT  
**BOOTH NO. 30**  
**CLEVELAND**  
Feb. 13-14-15, 1953

**Spix**

**PRODUCTS COMPANY**  
119 Dahlem Street Pittsburgh 6, Pa.

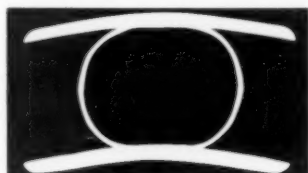


# PRESSING



**PRESS BOARD**

Can be used for any garment. Made with 2 inch top, 1 1/4 inch bottom, and supported by two sturdy posters. The entire board has a fine sanded finish. Size: 36" long, 8" high; surface tapers from 10 1/4" to 5 1/2."



**HEAVY DUTY SLEEVE FORMER**

Made of the Finest Spring Steel with Heavy Knitted Cover. Wood forms have a fine sanded finish. Size: 23 1/2" long, 12" expansion.

# AIDS



**PELICAN SLEEVE FORMER**  
with Adjustable Chain.

All metal parts are heavily plated to prevent rust. Wood forms have a fine sanded finish. Fits all sleeves.

by  
**JUNO**

LEADING  
MANUFACTURER  
OF WOOD  
PRESSING AIDS  
FOR THE  
PAST 25 YEARS

SOLD THROUGH JOBBERS and DISTRIBUTORS

WRITE FOR DESCRIPTIVE CATALOG  
AND PRICES OF OUR COMPLETE LINE.

**JUNO CLEANER SUPPLIES, INC.**  
632 WYTHE AVENUE — BROOKLYN 11, N. Y.



**Ease Your Worries... Increase Your Profits with**

**TOUGH**

# Cleansertag!

Costly garment replacement, plant confusion, dissatisfied customers... that's what happens with unworthy tags, tags that shred or lose their markings.

That's why you'll be money ahead... customers ahead... and worry-free when you make the smart switch to CLEANSERTAG.

Whether wet or dry, tags made of CLEANSERTAG — the *original* fiber marking tag — are always *strong*. What's more, this means they never shred, always retain their markings... clear, clean, error-proof. *Always* easy to read even after long submersion in strong solutions.

**WRITE TODAY FOR FREE SAMPLE!**

**HOLLINGSWORTH & VOSE COMPANY**  
EAST WALPOLE, MASSACHUSETTS

Please send me trial sample of your Cleansertag. At the same time, I would like the name of tag manufacturers who use Cleansertag.

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

## Do You Want A COMPLETE FUR SERVICE?

- ✓ INCREASED PROFITS
- ✓ NO INVESTMENT
- ✓ ALL MERCHANDISE COMPLETELY COVERED WITH INSURANCE
- ✓ ALL WORK GUARANTEED
- ✓ FAST, EFFICIENT SERVICE

EVERY cLEANer HAS LE ANN



- ✓ INCREASE CUSTOMER SATISFACTION
- ✓ NO WORK DONE WITHOUT YOUR SIGNED O. K.

# Le Ann Furs

- ✓ FREE USE OF OUR 35 YEARS EXPERIENCE
- ✓ FREE PERSONAL PICK-UP AND DELIVERY SERVICE

Wholesalers—Retailers—Manufacturers

311 Collinsville Ave., East St. Louis, Ill.

Call us collect from anywhere for any information:  
UPton 5-0227 or BRidge 7479

We can handle all or part of your fur Problems.

Storage - Cleaning - Repairing - Restyling  
Selling

Products by  
**ARMA**  
Serve You Best

An ARMA tag is available for every identification need... ask your jobber or write direct for the ARMA tag to fit your marking system.

**Pittsburgh Tag Company**  
1112 Galveston Avenue Pittsburgh 33, Pa.

## Sales Promotion Tips

... For BERLOU Mothproofing Dealers

### WHAT ARE YOU DOING ABOUT "DULL MONTHS"?

If your business is like most, you have a few months of the year when volume falls off.

Here's a BERLOU sales promotion tip that has helped many dry cleaners: Aim your cooperative BERLOU advertisement program toward the dull months, and get a DOUBLE BENEFIT.

One advantage is the EXTRA cleaning volume that comes in, for customers invariably have garments and other articles cleaned before they are treated with mothspray. The second is the profit you make from the BERLOU mothproofing service.

### EXTRA BENEFITS

There's even a third benefit in the number of persons who identify you through advertising as the mothproofing headquarters in your community. They will remember you and come to you for this profit-making service.

And because BERLOU gives them a five-year guarantee with real make-good provisions in it, you'll make friends as well as customers, for this is an appreciated service.

### WHAT WE DO

Berlou constantly conducts an aggressive national advertising program to support your efforts and win acceptance for Berlou Mothproofing Service.

We furnish mats and copy for your use in your local newspaper—advertisements that have proved profitable through wide use in many communities. We furnish business-building spot announcements if you prefer to direct your local promotion through radio stations. And Berlou shares the cost of this advertising on a basis we believe to be without equal in the mothproofing business.

We have a helpful bulletin, "How to Get the Most Out of Your Newspaper and Radio Advertising" that will help you make your cooperative Berlou advertising more productive. If you'd like a free copy, just drop us a card and ask for Bulletin TP-2.

**THE BERLOU MANUFACTURING COMPANY**  
435 Monroe Street Marion, Ohio

Also: The Berlou Company (Canada) Ltd.,  
London, Ontario, Canada

**NOTE:** If you are not already a Berlou dealer, write for our interesting and informative booklet, "Berlou's Profit Builder Plan"—NOW! It's FREE—and it will show you how to add EXTRA PROFITS to your business every day. Use this coupon for convenience.

### FILL OUT AND MAIL TODAY

OK! Send a Free copy of "Berlou's Profit Builder Plan" without obligation.

Firm: \_\_\_\_\_

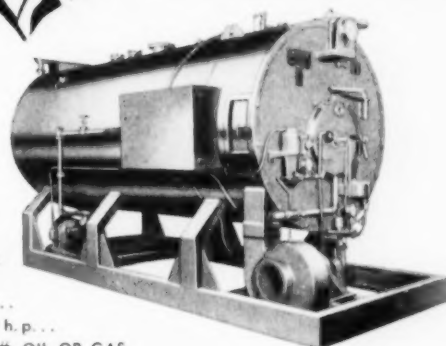
Address: \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Signed \_\_\_\_\_



No Annoying "Extras"  
IT'S READY TO INSTALL  
AND START MAKING  
*Low-Cost Steam!*



20 SIZES...  
10 to 600 h.p...  
15 to 200# OIL OR GAS

## AMESTEAM GENERATOR

This automatically controlled packaged boiler unit includes:

- ★ all piping and wiring, ready for your service connections.
- ★ fan, feed water pump, condensate tank, injector, blow-off valve, necessary refractories, insulation and metal jacket.

ALL YOU NEED is fuel tank, gas vent and service connections.

### —AND YOU KEEP RIGHT ON SAVING

with these trouble-free, fully automatic units with their eye-level controls, their accessibility inside and out, and fuel-saving 80% guaranteed efficiency!



FOR FACTS ON LOWER COST STEAM  
WRITE FOR THIS FREE BULLETIN NOW!

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

## AMES IRON WORKS

BOX K-23

OSWEGO, N. Y.

Builders of Better Boilers Since 1848

**EXTRA!**  
*D.C. Daily*  
**NEW PLANT OPENS**  
**JOE FEATURES D.C. FILTROL**  
(WITH BODILY QUALITY)

MORNING, JOE. HI, RUTH - BUSINESS LOOKS GOOD!

YES, WE'RE BUSY. LET'S GO CHECK THE CLEANING SUPPLIES. I THINK WE'RE LOW ON D.C. FILTROL

HI - I'M RUNNING LOW ON SWEATER BAGS.

I KNEW YOU'D LIKE D.C. FILTROL. IT DOES THE JOB!

IT MAKES A GOOD PRECOAT AND IS SURE EASY TO USE.

WE JUST FOLLOW THE INSTRUCTIONS ON THE BAG

MOST IMPORTANT IS A GOOD PRECOAT!

## R<sub>x</sub>-PRECOATING

1. USE D.C. FILTROL
2. USE ENOUGH D.C. FILTROL
3. KEEP SCREENS AND BAGS CLEAN
4. USE BYPASS SYSTEM
5. PRECOAT DAILY AND AFTER EACH SHUTDOWN ADD "PRECOAT HELPER"

NOTE: VISIT BOOTH NO. 159  
NIDC CONVENTION, CLEVELAND, OHIO

**Filtrol CORPORATION**

727 West Seventh Street, Los Angeles 17, California

**LAUNDRY AND DRY CLEANERS' SUPPLIES**

EMERALD LAUNDRY NET PINS  
SECURITY MARKING PINS  
COVER CLOTH FASTENERS  
BOWLING RATCHES & CLIPS  
REINFORCED TUBES & CLIPS  
SAFETY PINS IN BULK  
STRAIGHT PINS  
BEND DRY CLEANER CLIPS  
LAUNDRY & DRY CLEANING ACCESSORIES

THE RISDON MANUFACTURING CO.  
HAUGATUCK, CONNECTICUT

**Ask your dealer for your copy of this NEW RISDON REMO CATALOG**

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

**THE RISDON MANUFACTURING CO.**

HAUGATUCK, CONN.

**TREMENDOUS SAVINGS in HANDLING COSTS of IDENTIFICATION and ASSEMBLY by One-Pass Marking and Stapling with the new DUAL DUTY TAG-O-LECTRIC FOR DRYCLEANERS**

Makes, marks and attaches tags as fast as operator can handle garments. Saves 8,000 handling motions on each 1,000 garments.

**TAG-O-MATIC FOR DRYCLEANERS**

Marks, cuts, ejects and stacks tags in split-second operations. Any numbers, letters or code.

**RIBBON-RITE MARKING MACHINE**

Prints thru a ribbon and is always ready. Ideal for marking shirts. Washout ribbon for marking at wet assembly.

**LOT-SYSTEM TAG-O-LECTRIC FOR LAUNDRIES**

Fastest, simplest, most economical identification for shirts, bachelor bundles and family work.

Use Genuine TAG-O-LECTRIC FIBEROLLS

10 colors, color stripes. Use "Ribbonized" Marking Ribbons and Tag-O-Letric Staples. All required for guaranteed results.

**TEXTILE MARKING MACHINE CO., INC.**  
246 WALTON ST., SYRACUSE 2, N. Y.

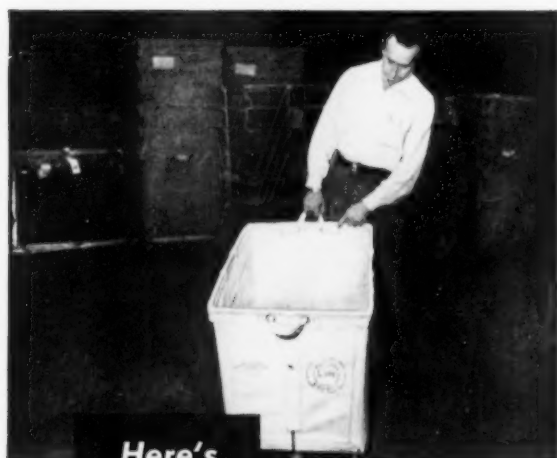


# LANE

baskets

are **MATERIALLY**

better



**Here's  
Why:**

- Over-size casters for easy running of any load
- Full capacity bodies
- Hardwood bottoms—dual-riveted—stronger than steel
- Heavy duck sleeves for holding body to frames
- Rounded bottom rivets for smooth surfaces
- Self-embedded rivets in duck prevent sharp cutting edges

Self-embedded rivets in the duck prevent sharp cutting edges. That's the kind of rivets you'll find in all Lane canvas baskets—not the splitting type that leave sharp edges to snag or mar delicate materials or scratch employees.

All handles and leather rim binding are secured this way—assure a firm grip on the canvas—will not pull out under stress.

Investigate Lane baskets, hampers and trucks today and see for yourself why Lane is the standard of quality.

**Clip the coupon below**

# Lane



W. T. LANE & BROS., INC. Poughkeepsie, New York

Please send me further information on Lane baskets, hampers and trucks.

TRADE MARK

Name .....

Company .....

Address .....

Town ..... Zone ..... State .....

My distributor is ..... 

see it at the N. I. C. D. Show, Feb. 13-15

*new improved*  
**BILLMYRE  
DRYSET**



MODEL 6-B  
Capacity  
to  
6 Presses

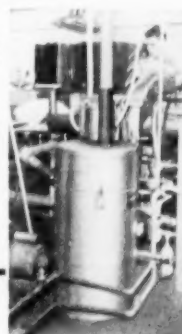
You requested it...we did it. Result—only DRYSET can offer you all these features:

- **SAVES FUEL**...uses no steam—instead a powerful suction fan draws large volume of air through garment.
- **SAVES TIME**...Increased air capacity makes possible an hour's pressing in only 45 minutes.
- **SAVES SPACE**...fits comfortably in tight places (only 18 1/4" dia. x 3' 11" high).
- **SAVES MAINTENANCE**...completely redesigned for trouble-free operation.
- **SAVES CUSTOMERS**...Pleases customers by finishing garments dry with longer-lasting creases and better set shape.

DRYSET is made in models to serve from 2 to 250 presses. For your free Bulletin and Plant Survey Sheet, write today to:

**LAMSON CORPORATION**  
1002 Lamson Street, Syracuse 1, N. Y.

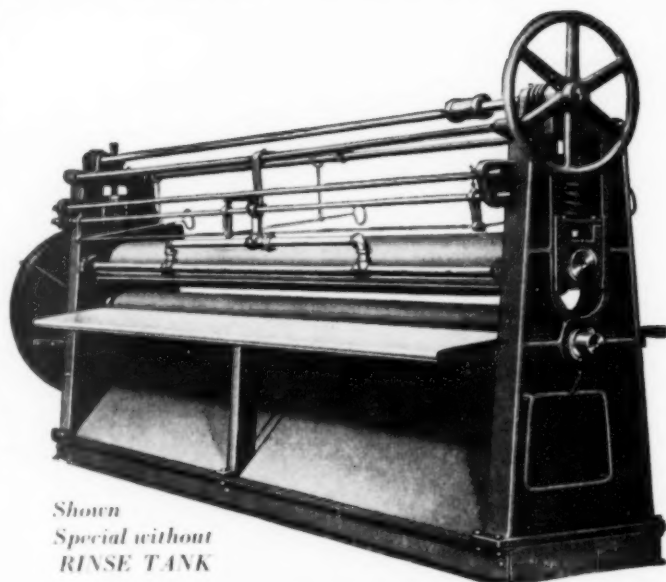
# LAMSON



# THE BERTSCH RUG WRINGER

**COMPARED TO A VACUUM DRYER:** Wringers reduce cleaning costs 70 to 75% because of savings in labor, power, dry room heat and water consumption. Wringers double your scrub floor and dry room output. In addition they make rugs cleaner, eliminate bleeding and lay nap evenly.

**COMPARED TO COMPETITIVE WRINGERS:** BERTSCH Wringers have heavier and better materials thru-out, therefore extract more water resulting in shorter dry room time, require less maintenance expense and have longer life. Our machines give you more service and life for your dollar and in addition are actually lower priced because of our manufacturing equipment and because we sell direct to the user.



*Shown  
Special without  
RINSE TANK*

**BERTSCH & CO.**

EST. 1879  
INC. 1911

**CAMBRIDGE CITY, INDIANA**

Designers, Builders, Distributors of special heavy machinery



- ☐ Send details on Terj and P. C. Concentrate.  
☐ Send catalog of Huntington Dry Cleaning Products.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

## cut costs

**TERJ STRONG SOAP**  
helps eliminate wet cleaning  
and spotting

NOW another step forward in the labor- and cost-saving two-bath system . . . Huntington announces two fine products, Terj Strong Soap and P. C. Concentrate. A pair of dry cleaning soaps that may eliminate up to half the cost of high quality cleaning by greatly reducing handling, wet cleaning and spotting. Terj is used in 1/2% or 4% systems. P. C. Concentrate makes a versatile stock solution with any solvent. Let these teammates boost profits in your plant. For more information write—

**HUNTINGTON LABORATORIES, INC.**

Huntington



Indiana

cut cleaning costs with  
**TERJ STRONG SOAP**  
and P. C. CONCENTRATE

SEND GARMENTS  
FOR DYEING TO



# ALMORE DYE HOUSE

4412-24 WENTWORTH AVE., CHICAGO 9, ILL.

Leon Teichner, President



Continuously in Business since 1919

THE DYEING NAME  
OF UNDYING FAME

Where Quality  
makes a Difference  
...The Difference  
is **CALGON**<sup>®</sup>

YOUR CUSTOMERS judge your work on results. They expect top-quality results and fresh, sparkling colors. These are the guaranteed results that Calgon adds to your work.

When you add Calgon, your water is properly conditioned and everything in your formula works better. You're assured of safe, speedy, thorough removal of soil . . . faster, easier rinsing and trouble-free drying.

Calgon is the most profitable investment you can make to insure quality results.

Now you can see for yourself the difference Calgon can make in your formula — send coupon today for a free sample of Calgon.



CALGON, INC.  
HAGAN BUILDING  
PITTSBURGH 30, PA.

Please send me free sample of CALGON

Name

Firm

Address

City  State

## PENETROPROCESS

JET-ACTION CLEANING

### PRESPOTTING by MACHINE

Cuts wetclean-  
ing and spotting  
by at least  
50%

Meet Us at  
BOOTH 270  
NICD  
Convention  
Cleveland



WRITE FOR  
**M. BLAU MANUFACTURING CO.**  
Box 269  
ALTAMONTE SPRINGS, FLA.

FREE BOOKLET

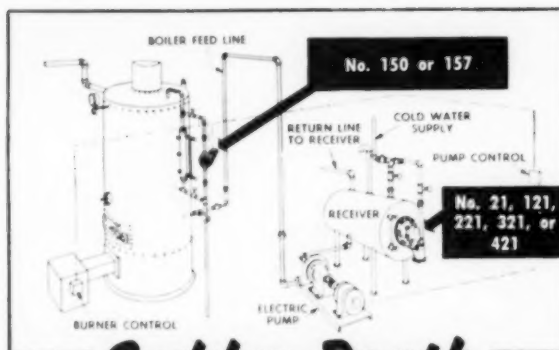


... that teams up with the drycleaner  
to provide him with dependable  
color-craftsmanship on all items of apparel  
and household furnishings — for  
service, for pride, for profits.

Write, wire or phone for  
details and promotional  
material without obligation

# General Dyeing Co.

MEMBER GARMENT DYERS GUILD OF AMERICA  
818 Dorman Street Indianapolis 2, Indiana Phone Imperial 3445



## Sudden Death—

... to water level control problems  
in boilers up to 150 lbs. pressure

The diagram tells the story. A McDonnell No. 150 or 157 controls the water level (the feed pump) from the water level itself. This modern method holds the boiler water level within the close limits that steps up boiler efficiency. The No. 150 or 157 has an extra switch that provides circuits for low water fuel cut-off and low water alarm. No. 21 make-up feeder maintains proper level in receiver at all times. Yes, every condition is provided for by this hook-up.

McDonnell No. 157  
Pump Control Low  
Water Fuel Cut-off and  
Alarm.



McDonnell No. 21 Re-  
ceiver Tank Make-up  
Feeder. One of many  
adaptable types.

Ask for facts and data sheets which cover  
practically all operating conditions.

McDonnell & Miller, Inc.  
3500 N. Spaulding Ave., Chicago 18, Ill.

*Doing One Thing Well*

**MCDONNELL**  
Boiler Water Level Controls

## IT'S HERE ! ! ! The Anderson EASY-LOCK Drapery Protector

—the greatest Time and Money saver yet devised for  
concealing hooks while draperies are being cleaned



### How It Works—

Top is pulled up and  
with a simple twist  
locks open. Drapery  
hooks are slipped into  
holes without scratch-  
ing fingers or damag-  
ing drapery material.  
After hooks are insert-  
ed—a twist of the top  
and the heavy duty  
spring pulls cover  
down tightly.

Shown open and  
closed

Hooks locked in—  
ready for cleaning

Takes up to 12 hooks, and  
when ready for the clean-  
ing process each hook held  
tightly in place — material  
cannot be damaged. After  
cleaning, pull top up —  
twist and it locks open and  
hooks come out easily.  
Money back guarantee—order  
a dozen today.

**NOW IN USE BY MANY  
LEADING DRY CLEANERS**

\$9.00 a doz.  
\$105.00 a gross

USE  
THIS  
COUPON  
ORDER  
A DOZEN  
TODAY!

ANDERSON SPECIALTY MFG. CO.  
5 Hunt Rd. W.E. Jamestown, N. Y.

Gentlemen,  
Please send me ONE DOZEN Easy-Lock Drapery Pro-  
tectors. Our check for \$9.00 is enclosed. If we are not  
completely satisfied in 30 DAYS our money is to be re-  
funded at once.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_





## CARBON TETRACHLORIDE

99.99% Pure

Also

## ZOL

Specialty Carbon Tetrachloride  
Base Drycleaning Mixture

### STAUFFER CHEMICAL COMPANY

420 Lexington Avenue... New York 17, N. Y.  
221 North LaSalle Street... Chicago 1, Illinois  
824 Wilshire Boulevard Los Angeles 14, Calif.  
636 California Street... San Francisco 8, Calif.  
326 So. Main St. .... Akron, 8, Ohio  
P.O. Box 7222 ..... Houston, Tex.  
Apopka, Fla. • No. Portland, Ore.  
Weslaco, Tex.



### Specify Dandux From Your Dealer

YOU CAN PAY HIGHER PRICES BUT  
YOU CAN'T BUY MORE LASTING  
QUALITY FOR YOUR MONEY...  
IN CANVAS BASKETS, HAMPER,  
TRUCKS, EXTRACTOR COVERS  
AND BAGS

## DANDUX

C. R. DANIELS, INC. DANIELS, MD.  
75 West Street, New York 6, N. Y.

## PAULIN PRODUCTS

### Self Sealing DRESS BANDS



Dresses look like new when delivered with a "Paulin Dress Band" around the waist. Neater more slender look with the added plus of your name on the buckle. Your choice of colors.

### Self Sealing HANGER COVERS



No Messy glue, adhesive sticks without dampening. Paulin hanger covers are Whiter, Stronger, Tighter, Faster, Neater and Cheaper. Your Choice of message, color, etc.

### ROLL-O-TROUSER GUARDS

Reg. U. S. Pat. Office



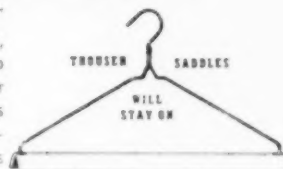
Fit any type wire hanger—  
Easy to slip on—will stay on.  
Tubular design completely  
surrounds hanger cross bar,  
thereby providing greater  
added strength. Quickly ap-  
plied and forms a permanent

and rigid support for trousers.

Packed 2000 per carton, weight 16 lb. per M.

### TROUSER SADDLES

Because of its "U"  
shape and extra depth,  
this guard will not tip  
or fall off the hanger  
even when garments  
are packed closely to-  
gether on the cleaners  
racks.



Packed 3000 per carton, weight 16 lb. per M.

N.I.C.D. Convention Booth 52

## PAULIN PRODUCTS CO.

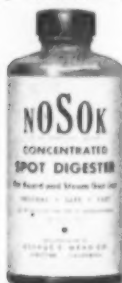
4444 Lawndale Ave.

Lyons, Ill.

## Digest Spots

with **NOSOK**

T. M. Reg. PRONOUNCED "NO-SOAK"



**NOSOK** digests moisture borne stains. No waiting. Apply it, work it, flush with steam. It's simple. Safe as water to fabrics, yet removes all albuminous spots and many unclassified stains. Insist on **NOSOK**. Order from your jobber.

An 8-oz. bottle dilutes to 1/2 gallon.

## Kill Odors

with **Rid**

T. M. Reg.



With **RID**, you destroy garment odors while removing the stain, right at the spotting board! **RID**, containing *Chlorophyll*, leaves garments clean and "airy-fresh." Order **RID** from your jobber today.

An 8-oz. bottle dilutes to 1 gallon.

**RID and NOSOK are the same price.**

**Money back guarantee**

Gentlemen: Please send me, \_\_\_\_\_ bottles of **NOSOK** and \_\_\_\_\_ bottles of **RID**. (Individual bottles, \$2.50 ea. Order 2, pay only \$2.25 ea. Order 6 or more, and save at only \$2.00 ea.)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

**GEORGE E. MEAD CO., 11240 S. ARROYO DRIVE, WHITTIER, CALIFORNIA**

## TIME SAVERS' "HI-SPEED" RAIL FITTINGS

**COST AS LOW AS 77¢ per ft.**

**TIME SAVERS**  
83-99 Walnut St., Montclair, N. J.  
GENTLEMEN: Please send without obligation your **FREE** booklet on **TIME SAVERS' "Hi-Speed" RAIL FITTINGS**.

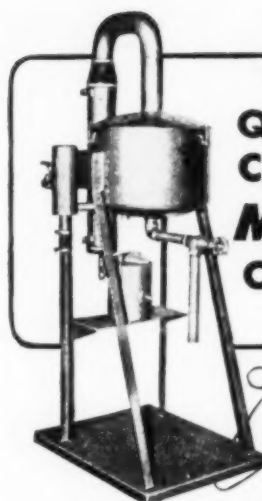
NAME \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_  
NAME OF JOBBER \_\_\_\_\_

The most Practical and Economical Conveyor System for transporting garments within your Plant.



**TIME SAVERS**

83-99 Walnut St. • Montclair, N. J.



Improve the Quality of Your Cleaning with a **Manitowoc CONTINUOUS STILL**

**\$398**

F. O. B. MANITOWOC

Improve the quality of your dry cleaning and stretch solvent life by adding a Manitowoc synthetic solvent still to your present dry cleaning unit. Provides clean, pure solvent by removing solubles which a filter alone can not accomplish.

Has a capacity of 40 gallons per hour, and may be used for continuous or intermittent distillation. Quickly and easily attached to the solvent line of your present machine. No pump necessary. Bring your present equipment up-to-date, with continuous distillation.

**Manitowoc**

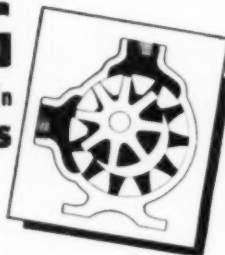
MANUFACTURING DIVISION of  
MANITOWOC SHIPBUILDING CO.

*Synthetic*

PERCHLOR DRY CLEANING UNIT

## VIKING

Builds The Full Line In **ROTARY PUMPS**



The designing, testing, manufacturing and applying of Viking Rotary pumps is **VIKING's** one and only job.

What does this actually mean to you? It means that the energy, the development, and the output are at no time devoted to some other product.

The result is a superior rotary pump in a greater range of sizes and types to really fit your needs better.



Investigate the complete Rotary Pump line—**VIKING**. Start with bulletin 803Q.

See Our Catalog in SWEETS

**Viking**

**PUMP COMPANY**  
Cedar Falls, Iowa

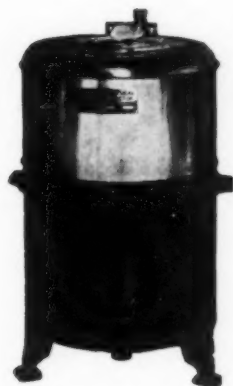
# GROSS STAR

## ALL ALUMINUM GRID PLATE

Make **ANY**  
Good Presser a  
Better Presser

up to 46".....\$14.85  
mushroom.....11.00  
over 46".....19.25  
from your jobber

**GROSS STAR GRID PLATE** for Better Pressing  
MFD. BY  
L. BEHRSTOCK CO.  
1708 S. STATE ST. CHICAGO 16, ILL. DANUBE 6-6022



## BOCK EXTRACTORS

The most efficient time  
and money saving Ex-  
tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

**BOCK**  
LAUNDRY MACHINE CO.  
TOLEDO, OHIO

## Commona Our House!

Yes, come on to our house (Booth 40)  
when you're in Cleveland for the big NICD  
Convention and Exhibit at the Municipal  
Auditorium on February 13, 14 and 15.

Stop in for a chat with Editor Bill Palmer  
and other members of The NATIONAL  
CLEANER & DYER staff. You'll find a place  
to hang your coat and hat, a place to sit  
down in comfort and rest your weary feet,  
a place where you'll be welcome to meet  
and greet your friends.

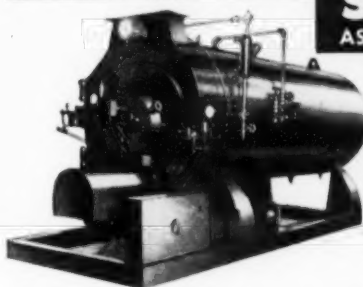
Remember

**Booth 40**

Our house for the big Cleveland Convention

Stop in and say Hello

REGARDLESS OF SIZE  
**CYCLOTHERM**  
GIVES YOU ...



**STEAM**  
AS YOU NEED IT

with **CYCLONIC  
COMBUSTION!**

If your steam re-  
quirements have a  
tendency to change  
at different times  
of the day, the most  
economical and  
efficient boiler you  
can install is a  
Cyclotherm Steam  
Generator.

Cyclotherm means *Quick Steam* when called for. This reduces  
fuel consumption during "coming up" periods and permits  
continuous, quick adjustment to load changes. The Cyclotherm  
Boiler is able to deliver steam faster because of its extremely  
high heat transfer and the fact that it has much greater  
water circulation since the combustion chamber is radiating  
heat evenly along its entire length.

REMEMBER—Full power operation from a cold start in 15  
to 20 minutes. Guaranteed 80% efficiency. Savings up to  
50% on maintenance. Great fuel operational savings. Boilers  
are designed for oil or gas operations from 18 thru 500 h.p.,  
15 to 200 lbs. operating pressure.

Write today for latest descriptive folder, "All Your Ques-  
tions Are Answered by Cyclotherm."

**CYCLOTHERM** STEAM GENERATORS  
DIVISION UNITED STATES RADIATOR CORP.

DEPARTMENT 33, OSWEGO, NEW YORK

## EXTRA BUNDLES and EXTRA PROFITS!

"KLEENHAMPER" DEPOSITORIES ARE USED SUCCESSFULLY  
IN NUMEROUS LOCATIONS NATIONWIDE!

Weather Proof Construction  
Theft Proof  
Ready to Anchor Down  
Sensational Advertising Results  
Obtained!  
Lowest Priced Pick-up Plant In-  
stallation Known  
Built-in Marking System  
Fireproof  
Lifetime Endurance  
Magic Eye Light Signals cloth-  
ing deposits  
Operated Cash and Carry or De-  
livery  
Door Forms Writing Desk When  
Opened

WHITE

GREEN



This unit in use today in Decatur, Ill., as after hour depository

"KLEENHAMPER" has proven itself, and taken its rightful place in  
the industry to thousands of plantowners in the past 17  
months.

While attending N.I.C.D. Exhibit, Cleveland, February 13, 14,  
15, 1953, stop and see us in Booths 66-68. We will introduce,  
at this time for the laundry and drycleaning industry, the  
fabulous "DRAPER-FORM."

### SEE IT!

Write for Informa-  
tion Today

**KLEENHAMPER INC.**  
Greenville, Ill.

NAME  
STREET  
CITY  
STATE

WONDERFUL for WETCLEANING WOOLENS

**SODIUM  
AMMONIUM  
TRIETHANOLAMINE** **Lauryl Alcohol Sulfates**

**SIPON**

Safe, Effective Synthetic Detergents

For samples, and the name of your nearest distributor, write to:

**AMERICAN ALCOLAC CORP.**

3450 Fairfield Rd., Baltimore 26, Md.

## PUT IT on the Record!

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay . . .

### THE NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

No. 39 SENIOR RECORD BOOK —400 Pages (10,000 entries) Durably bound in heavy duck with leather covers . . . . .	\$ 5.00
No. 39 JUNIOR RECORD BOOK —48 Pages (1,200 entries) Board covers, marbled binding . . . . .	1.00
LOOSE LEAF BINDER . . . . .	5.00
LOOSE LEAF SHEETS: 100 . . .	2.50
<b>ALL PRICES</b> . . . . . 250 . . .	5.00
<b>PREPAID</b> . . . . . 500 . . .	9.00
	1000 . . . 15.00

Send orders with remittance to:  
**NATIONAL CLEANER & DYER**  
304 East 45th Street, New York 17, N. Y.

Says the Stadham 'cover' girl!

## Stadham

### PRESS PADS and COVERS

For quality pressing—better fabric finishing always use Stadham products. They're longer wearing . . . produce more quality work economically . . . cost less. A style for every type and make of press or puff iron.

Write for name of your distributor.

**STADHAM**  
COMPANY, INC. • HEXAGON DIVISION  
1823-31 NORTH 20th STREET PHILA. 21, PA.

## STORAGE FOR THE DRYCLEANER

A complete guide to storage vault installation and operation—18-page reprint from **THE NATIONAL CLEANER & DYER** tells and illustrates

### HOW TO:

- build for low insurance rates
- control fumigation, temperature, humidity
- lay out racks, identify, keep records
- inspect furs received and prepare for delivery
- determine unit costs, break-even point, profits
- plan a vault-filling sales campaign

**PRICE ONLY 50 CENTS**

**ORDER FROM:**



**NATIONAL CLEANER & DYER**  
304 East 45th Street  
New York 17, N. Y.

Gentlemen:  
Please send me my copy of STORAGE FOR THE DRYCLEANER.

Enclosed please find my remittance for 50c.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





**It's Wonderful!**



**\$4.57**  
Per Gal.



Removes beer, whiskey, fruit juices, food, perspiration and water solubles on the dry side.

**LABORATORIES**

Order from your jobber or write direct.

1636 West Vernon Ave., Los Angeles 37, Calif.

Be Sure To See Us At Booth 452-A, Cleveland, Feb. 13-15

# THE MARK RECORD SHEET

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks.

Prevents duplication of marks; Avoids mixup of garments; Aids and simplifies sorting; Used in any marking system.

**SAMPLES FREE**

(All shipments C.O.D. unless check accompanies order)

Price, per thousand ..... **\$7.50**  
5,000 or more, per thousand ..... **\$6.50**

## STARCHROOM LAUNDRY JOURNAL

304 EAST 45th STREET

NEW YORK 17, N. Y.

### HEADQUARTERS FOR SUPPLIES AND EQUIPMENT

#### GARMENT RACKS SPECIAL...



6 ft. long, 5 1/2 ft. high with set of 3" rubber swivel casters.

**PAINTED  
RECONDITIONED  
PIPE**

**\$12.50**

#### FLUORESCENT LIGHTING

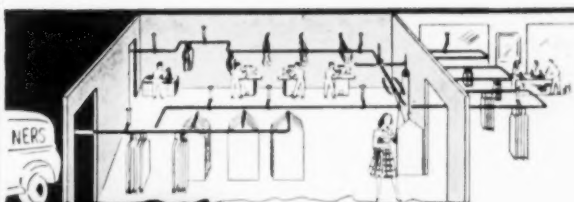
Fixture Using two 40 Watt  
Lamps .....

**\$11.00**

#### CLEANERS SALES & EQUIPMENT CORP.

201 Washington Street

New York 7, N. Y.



SAVE UP TO 50%  
on HANDLING  
COSTS ...

**FREE BOOKLET  
SHOWS HOW!**



**FREE!**

**ILLUSTRATED  
INSTRUCTION  
FOLDER**

Simple installation procedure shown step-by-step! Shows how you can install-it-yourself, using wrench and screwdriver.



### CONTINU RAIL OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the **inexpensive** patented fittings ... priced as low as 75c each.
- You provide **your own** 3/4" or 1" ordinary pipe.
- You **install-it-yourself**. No welding ... No threading ... No machining!

Free planning service!

#### MAIL COUPON TODAY!

Without any obligation to me, please send complete information on CONTINU RAIL Overhead Rail Systems.

Name of Firm .....  
Address .....  
City ..... State .....  
Name .....  
Jobber .....

#### MACHINE COMPANY Inc.

14th St. & Lafayette Ave. Kenilworth, N. J.

# DIRECTORY SECTIONS

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## The Guidebook of the Drycleaning Industry

### ▲ CLASSIFIED DIRECTORY . . . PAGE 221

In this section supplies and equipment used by the drycleaning industry, with their manufacturers, are listed alphabetically for easy reference. Products are listed by noun—for example, "Soaps, Wetcleaning," rather than "Wetcleaning Soaps"—except where the two words are joined together by common usage, as in "Sleeve Shapers," rather than "Shapers, Sleeve." The directory is also thoroughly cross-referenced for greater convenience. Display advertisers are listed in bold face type. For page numbers of display advertisements see the Advertisers' Index on page 351.

### ▲ TRADE NAMES . . . . . PAGE 279

An alphabetical list of trade names of supplies and equipment used in the drycleaning industry, with a description of each product and its manufacturer.

### ▲ MANUFACTURERS . . . . . PAGE 301

An alphabetical list of all equipment and supply manufacturers with their addresses. When you have found the name of the firm which manufactures the product in which you are interested under the "Classified Directory" or "Trade Names" section, consult this list for its address.

### ▲ LOCAL BUYERS' GUIDE . . . PAGE 310

This geographical classification of sources of supply provides complete buying information for the drycleaning industry. Here the cleaner will find the jobbers' or manufacturers' branches serving his own community. Firm names followed by (E) are jobbers for equipment; firm names followed by (S) are jobbers for supplies, and firm names followed by (E & S) are jobbers for both equipment and supplies. Bold face type indicates display advertisers. For page numbers of advertisements giving complete product descriptions see Advertisers' Index on Page 351.

# CLASSIFIED DIRECTORY

manufacturers of equipment and supplies  
used in the drycleaning industry . . . . .

## ABSORBERS, ODOR

Carbide & Carbon Chemicals Corp., Unit of  
Union Carbide & Carbon Corp.  
**Davies-Young Soap Co.**  
Keystone Chemical Co.  
Schutte & Koerting Co.

## ABSORBERS, VIBRATION

American Brass Co. American Metal Hose  
Branch  
Eclipse-Pioneer Div., Bendix Aviation Corp.  
**Flexonics Corp.**  
**Johns-Manville**  
Johnson Metal Hose, Inc.  
M B Mfg. Co., Inc.  
Raybestos-Manhattan, Inc.  
Salomon, L. A. & Bro.  
U. S. Rubber Co.

## ACCOUNTING MACHINES AND SYSTEMS

Burroughs Adding Machine Co.  
**National Cash Register Co.**  
Recordak Corp.

## ACETATE, ALUMINUM

See: Aluminum Acetate

## ACETIC ACID

**DuPont de Nemours, E. I. & Co., Inc.**  
General Chemical Div., Allied Chemical & Dye  
Corp.  
Hachuk Bleach Co.  
Mallinckrodt Chemical Works

## ACETONE

Carbide & Carbon Chemicals Corp., Unit of  
Union Carbide & Carbon Corp.  
**DuPont de Nemours, E. I. & Co., Inc.**  
Mallinckrodt Chemical Works

## ACID-RESISTING BUCKETS

See: Buckets and Pails, Acid-Resisting

## ACID-RESISTING HARD RUBBER FITTINGS

See: Fittings, Acid-Resisting, Hard Rubber

## ACID-RESISTING PAINT

See: Paint

## ACID-RESISTING PIPE

See: Pipe, Acid-Resisting, Alloy

## ACID-RESISTING TANKS

See: Tanks, Acid-Resisting

## ACIDS

See: Acetic Acid, Oxalic Acid

## ACTIVATED CARBON

Carbide & Carbon Chemicals Corp., Unit of  
Union Carbide & Carbon Corp.  
**Darco Dept. (Atlas Powder Co.)**  
**DuPont de Nemours, E. I. & Co., Inc.**  
Eggen Softener Corp.  
Infileo, Inc.  
Permutit Co.  
Refinate Corp.  
Salomon, L. A. & Bro.  
Stover Water Softener Co.

## ADDING MACHINES

Allen, R. C. Business Machines, Inc.  
Burroughs Adding Machine Co.  
**National Cash Register Co.**

## ADDRESSING EQUIPMENT

Addressograph-Multigraph Corp.

## ADSORBENTS

See: Activated Carbon, Filter Powder

## ADVERTISING POSTERS

See: Posters

## AFTERCOOLERS

Davis Engineering Corp.  
Ingersoll-Rand Co.  
Johnson Corp.  
Murray, D. J. Mfg. Co.  
Patterson-Kelley Co., Inc.  
Schutte & Koerting Co.  
Whitlock Mfg. Co.  
Worthington Pump & Machinery Corp.  
Young Radiator Co.

## AIR CLEANERS

Draco Industrial Corp.  
Mine Safety Appliances Co.  
Wright-Austin Co.

## AIR COMPRESSORS

See: Compressors, Air

## AIR CONDITIONERS

Brunner Mfg. Co.



Self Contained

## AIR CONDITIONERS

4 sizes: 3-5-7 $\frac{1}{2}$ -10 HP.

Remote Installation Types

up to 75 HP.

Write for Catalog

**BRUNNER MANUFACTURING CO.**

Utica 1, New York, U. S. A.



Carrier Corp.  
Chrysler Corp., Airtemp Div.  
Clarage Fan Co.  
Cuno Engineering Corp.  
Fairbanks Morse & Co.  
Frigidaire Div., General Motors Corp.  
General Electric Co.  
**Haertel, Walter, Co.**  
Kelvinator Div., Nash-Kelvinator Corp.  
Minneapolis-Honeywell Regulator Co., Industrial  
Div.  
Murray, D. J. Mfg. Co.  
Petroleum Heat & Power Co.  
**Reliable Fur Storage Equipment Co., Div.**  
**Reliable Machine Works, Inc.**

Trane Co.  
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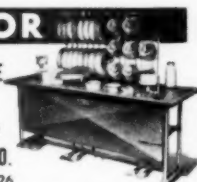
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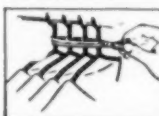


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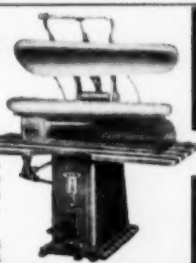
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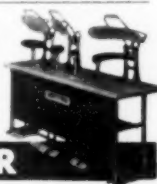
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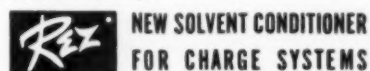
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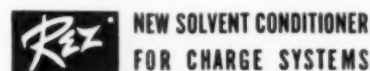
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# CLASSIFIED DIRECTORY

## TABLES, FUR CLEANING (VENTED)

See: Fur Cleaning Tables, Vented

## TABLES, IRONING

See: Ironing Boards and Tables

## TABLES, MARKING

See: Marking Tables

## TABLES, PRESSING

See: Pressing Boards, Drycleaning

## TABLES, SHIRT-FOLDING

See: Shirt-Folding Boards

## TABLES, SORTING

See: Sorting Tables

## TABLES, SPOTTING

See: Spotting Boards and Tables

## TABLES, STARCHING

See: Starching Tables

## TABLES, STEAM

See: Steam Tables

## TABLES, STEEL

Angle Steel, Inc.  
Borgue Mfg. Div., Republic Steel Corp.  
**Bishop, G. H., Co.**  
**National Marking Machine Co.**  
Norman Control Co.  
Rosenthal Mfg. Co.  
Troy Laundry Machinery Div., American Machine & Metals, Inc.

## TABLES, WETCLEANING

See: Wetcleaning Tables

## TABLES, WOOD

**Bishop, G. H., Co.**  
Parker, E. Mfg. Co.  
Stein, Lawrence M. Co.  
Troy Laundry Machinery Div., American Machine & Metals, Inc.

## TABLE-TOP REPLACEMENTS

See: Replacements, Sheets, Pillowcases, etc.

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Manning, Maxwell & Moore, Inc.  
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Slicht, Herman, Co., Inc.  
Weston Electrical Instrument Corp.

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Globe Ticket Co. of New England  
Hub Printing Services  
McLay, Walter J., Sales Co.  
National Tag & Label Corp.

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Globe Ticket Co. of New England  
Hollingsworth & Vose Co.  
National Tag & Label Corp.  
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**National Marking Machine Co.**  
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See: Dollies

**TRUCK PAINT**

See: Paint

**TRUCK RECORDERS**

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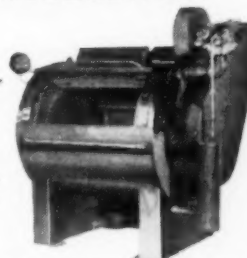
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## WOOL AND WORSTED UNIFORMS

*See: Uniforms, Cotton, Woolen, Worsted, etc.*

## WOOLEN AND CURTAIN DRIERS

*See: Driers, Woolen and Curtain*

## WOOLEN BLEACH

*See: Bleach*

## WOOLEN SOAPS

*See: Soaps, Silks and Woolens*

## WOVEN BELTING

*See: Belting, Woven*

## WOVEN MARKING LABELS

*See: Labels, Woven, Marking*

## WRAPPERS, PAPER

Loroco Industries, Inc.  
Majestic Paper & Twine Co., Inc. (Laundry & Drycleaning Supply Div.)  
Rosenthal Paper Co.  
Spear Box Co., Inc.  
Weecott Products Corp.

## WRAPPERS, SHIRT

Loroco Industries, Inc.  
Majestic Paper & Twine Co., Inc. (Laundry & Drycleaning Supply Div.)  
Morse Display Cases  
Package Masters, Inc.  
Pak-Rite Flexible Packaging Co.  
Phoenix Products Co.  
Rosenthal Paper Co.  
Spear Box Co., Inc.  
Weecott Products Corp.  
Wormstead, Smith & Loomis, Inc.

## WRAPPERS, TABLECLOTH

Spear Box Co., Inc.

## WRAPPING DEVICES, AUTOMATIC

Coffman Mfg. Corp.  
Norman Control Co.  
Rosenthal Mfg. Co.

## WRAPPING PAPER

*See: Paper, Wrapping*

## WRAPPING TUBES, FLAT GOODS

Spear Box Co., Inc.

## WRENCHES, PIPE

Newhouse Co.  
Walworth Co.

## WRINGERS, RUG AND CARPET

American Laundry Machinery Co.  
Bertsch & Co.  
Chief Mfg. Co.  
Cleveland Rug Cleaning Machinery Co.  
Superior Rug Machinery Co.  
United Vacuum Appliance Corp.

## ZEOLITE

Belco, Industrial Equipment Div.  
Briner Corp.  
Cochrane Corp.  
Culligan Zeolite Co.  
Edgum Softener Corp.  
Graver Tank & Mfg. Co.  
Hungerford & Terry, Inc.  
Inflico, Inc.  
Kaneey Softener & Filter Co.  
National Aluminate Corp.  
National Chemical Sales Co., Laboratory, Inc.  
Oshkosh Filter & Softener Co.  
Permutit Co.  
Refinite Corp.  
Research Products Corp.  
Stover Water Softener Co.  
Zero Water Softener Mfg. Co.

## ZIPPER REPAIR AND EQUIPMENT SUPPLY

*See: Fasteners, Slide, Repair Equipment and Tools*

## ZIPPERS

*See: Fasteners, Slide*

In compiling the foregoing Directory Section of the Guidebook, our editors have endeavored to anticipate every possible terminology in determining the arrangement of product classifications and cross references.

It is possible that some buyers may have difficulty in locating the exact equipment or supply required because they are thinking of the product in terms other than those employed by our editors. In such cases, subscribers are invited to write to the:

## READER'S SERVICE THE NATIONAL CLEANER & DYER

304 East 45th Street, New York 17, N. Y.

where full information on buying problems will be supplied.



# TRADE NAMES

## products used in the drycleaning industry and their manufacturers

### A

- A-B**, marking tags, Boston Clip & Tag Co.  
**AB**, sock tag, Boston Clip & Tag Co.  
**ABC**, payroll system, Todd Co., Inc.  
**ACLS**, concentrated liquid stripper and reducing agents, Carman & Co., Inc.  
**A.P.D.**, albumen protein digester, Wonder Wash Corp.  
**ATC**, controls and regulators, time switches, Automatic Temperature Control Co., Inc.  
**ABEST**, cleaning machine, Abest Equipment Co.  
**ABSO-SOFT**, water softener, Kisco Boiler & Engineering Co.  
**A.C.B. PRIMER**, anti-corrosive base primer, Tropical Paint & Oil Co.  
**ACCELERATOR**, water softeners, Inflico, Inc.  
**ACCUMETER**, automatic centralized lubrication systems, Alomite Div., Stewart Warner Corp.  
**ACE**, drycleaning tumblers, solvent reclaimers, Ace Cabinet Corp.  
**ACE**, rubber hose, Ace Hose & Rubber Co.  
**ACE**, stapler, staples, Ace Fastener Corp.  
**ACE**, starch cookers, Hammond Laundry-Cleaning Machinery Co.  
**ACE OF HEARTS**, red indelible ink, Boston Clip & Tag Co.  
**ACE OF SPADES**, black indelible ink, Boston Clip & Tag Co.  
**ACETATE OF ALUMINA**, water repellent, Jacques Wolf & Co.  
**ACETEX**, sour, Hood Chemical Co., Inc., Crescent Div.  
**ACETI SOUR**, sour for drycleaners, Standard Chemical Works Co.  
**ACETON**, cover cloth, Magla Products  
**ACID-SUDS**, rug cleaning detergent for light colors, Certified Chemical & Equipment Co.  
**ACKER**, return systems, traps, W. M. Acker Organization, Inc.  
**ACME**, dyeing, Acme Dye House, Inc.  
**ACME**, folding box, Rosenthal Paper Co.  
**ACME**, laundry soap and builders, powder, Acme Soap Co.  
**ACME BRAND**, hat chemical and bleach, Acme Hatters Supply Co.  
**ACME F.O.T.**, fuel treatment, Acme Industrial Compounds Corp.  
**ACME SCALE OUT**, boiler feed-water treatment, Acme Industrial Compounds Corp.  
**ACME SOOT STOP**, soot remover, Acme Industrial Compounds Corp.  
**ACORN**, round belting, Graton & Knight Co.  
**ACOUSTOLIGHT**, acoustical paint, U. S. Gutta Percha Paint Co.  
**ACTICAR**, odor-, taste-removal filter, Hungerford & Terry, Inc.  
**ACTIVATOR**, laundry washing machines, General Electric Co.  
**AC TREATMENT**, anti-corrosion water treatment, Elgin Softener Corp.  
**ADAMS**, reweaving, Adams Weaving Co.  
**ADAPT-O-MATIC**, finishing machine, J. W. Steele & Co.  
**ADCO**, detergent, wet paste soap, rug shampoo, Adco, Inc.  
**ADCO**, rubber cement, Adhesive Products Corp.  
**ADCO ATOMIZER**, soap dispenser, Adco, Inc.  
**ADCO FUME**, liquid gas fumigant, Adco, Inc.  
**ADCO SUDS**, drycleaning soap, Adco, Inc.  
**ADD-A-UNIT**, curtain stretcher, Rosenthal Mfg. Co.  
**ADD-A-UNIT**, shirt-sorting bins, Time Savers, Inc.  
**ADDRESSOGRAPH**, addressing equipment, Addressograph-Multigraph Corp.  
**A. D. FLAME PROOFER**, fire repellent, Huntington Laboratories, Inc.  
**ADJUSTA-FORM**, steam-air finisher, Wichita Precision Tool Co., Inc.  
**ADJUSTIT**, adjustable garment hangers, Hopkins Equipment Co.  
**ADJUST-O-FEEDER**, constant rate proportioning pump, Proportioners, Inc.  
**ADRIAN**, drycleaning soap, liquid and powder wetcleaning soap, powder rug cleaning soap, spotting and mothproofing agents, Adrian Research & Chemical Co., Inc.  
**ADSCO**, expansion joints, steam traps, water heaters, American District Steam Co., Inc.  
**ADS-LIFE**, nylon cover cloth, Whitehouse Nylon Products  
**ADVANCE AIRDRY TUMBLER**, laundry and drycleaning tumbler, Driair Process Machinery Co.  
**ADVANCE LOWBOY**, floor and rug maintenance machinery, Advance Floor Machine Co.  
**ADVANCE SPEEDWAY**, floor and rug maintenance machinery and equipment, Advance Floor Machine Co.  
**A. E. PERFECT SPREAD**, stokers, American Engineering Co.  
**AERCO**, heat exchanger, hot water heater, Aero Corp.  
**AERO**, double collar support, J. W. Steele & Co.  
**AERO-MAGNETTE**, circuit breakers, Heineemann Electric Co.  
**AEROS**, marking paint, Subox, Inc.  
**AIRCON**, continuous conditioning tumbler, American Laundry Machinery Co.  
**AIR CHIEF**, truck tires, Mohawk Rubber Co.  
**AIRCRAFT**, drying tumbler, American Laundry Machinery Co.  
**AIR DRY TUMBLER**, laundry and drycleaning tumbler, Driair Process Machinery Co.  
**AIRFOAM**, latex cushioning for press pads, Goodyear Tire & Rubber Co.  
**AIRFORM**, coat and jacket shapers, U. S. Hoffman Machinery Corp.  
**AIR-LOK**, cuff-drying hanger, R. D. Bussard & Son  
**AIR MASTER**, dehumidifying unit, Walter Haertel Co.  
**AIRCOCOL**, industrial gas burners, National Atrol Burner Co.  
**AIROVENT**, blowers, National Atrol Burner Co.  
**AIRTEMP**, air-conditioning equipment, Chrysler Corp., Airtemp Div.  
**AIR-TRED**, sponge rubber floor matting, American Mat Corp.  
**AIRVENT**, ventilating canopies for flatwork ironers, American Laundry Machinery Co.  
**AIRWAY**, cuff cleaner, Kirk's Leather Cleaners  
**AIRWAY**, laundry and hair-removal type drier, American Laundry Machinery Co.  
**AIRXPEL**, traps, Wright-Austin Co.  
**AJAX**, drycleaning and laundry presses, Western Laundry Press Co.  
**AKAUSTAN**, fire retardant, General Dyestuff Corp.  
**AKRO**, garment bags, Akro Paper Co.  
**AKTIV**, drain opener, Turco Products, Inc.  
**AKUSAKA**, wax, T. G. Cooper & Co., Inc.  
**ALBANY**, lubricating greases, Adam Cook's Sons, Inc.  
**ALBAPHOR**, textile whitener, Carlton Chemical Co., Inc.  
**ALBA-VIS**, general purpose oil, Adam Cook's Sons, Inc.  
**AL-BEX**, stain remover, Spix Products Co.  
**ALBONE**, hydrogen peroxide, E. I. du Pont de Nemours & Co., Inc.  
**ALBRA**, brushes, brooms, Braun Brush Co.  
**ALEMITE**, lubricants and oils, lubricating equipment, Stewart-Warner Corp., Alomite Corp.  
**ALEMITE VERSATOL**, spray equipment, Stewart-Warner Corp., Alomite Corp.  
**ALERT**, boilers, heaters, tanks, Alert Boiler & Mfg. Co.  
**ALERT**, fire extinguishers, American-La France-Foamite Corp.  
**ALERT**, watchmen's clocks, Detex Watchclock Corp.  
**ALFCO**, all types fire extinguishers, motorized firefighting apparatus, American-La France-Foamite Corp.  
**ALFCOSPRAY**, nozzles, American-La France-Foamite Corp.  
**ALFITE**, all types fire extinguishers, American-La France-Foamite Corp.  
**ALGONQUIN**, soap, Lewis National Corp.  
**ALIZARINE**, aniline dyes, American Aniline Products, Inc.  
**ALKALATE**, laundry detergent, Diamond Alkali Co.  
**ALKASOL COMBINATION**, self-mixed soap detergent, Merson Products Co.  
**AL-KLOR**, liquid drycleaning detergent, Davies-Young Soap Co.  
**ALKOLUBE**, alkali, Washine National Sands, Inc.  
**ALKON**, laundry breaks, George Stearns Chemical & Mfg. Co.  
**ALKOSOL**, alkali soap builder, Carlton Chemical Co., Inc.  
**ALI-COLER**, bleach, Warco Laboratories  
**ALI-DAY**, laundry marking tag, Boston Clip & Tag Co.  
**ALLEGHENY METAL**, stainless steel, Allegheny Ludlum Steel Corp.  
**ALLEN**, electric steam generators, steam electric and electric irons, H. F. Cooper & Co.  
**ALLEN WALES**, adding machines, National Cash Register Co.  
**ALLIED**, promotional material, Allied Printing & Stationery Co., Inc.  
**ALLIGATOR**, belt fasteners, belt cutters, Flexible Steel Lacing Co.  
**ALL-IN-ONE**, air-conditioning unit, Chrysler Corp., Airtemp Div.  
**ALL-IN-ONE**, drycleaning systems, filters, washers, All-In-One Mfg. & Supply Co.  
**ALL IN ONE**, zipper repair kit, spotting gun, press clamp, sleeve formers, auto rack, Newhouse Co.  
**ALLOCK**, laundry nets and fabrics, Davis Mills, Inc.  
**ALL-PURPOSE**, shirt unit, Prosperity Co., Inc.  
**ALL-PURPOSE**, sour, Thompson-Hayward Chemical Co.  
**ALL-PURPOSE**, starch, A. E. Staley Mfg. Co.  
**ALL-STEEL**, scales, Triner Scale & Mfg. Co.  
**ALLWAY**, trouser shaper, Huebsch Div., American Laundry Machinery Co.  
**ALL-WEATHER**, fire extinguishers, American-La France-Foamite Corp.  
**ALL WIRE**, garment hangers, Star Service Hanger Div., L. A. Young Spring & Wire Corp.  
**ALMCON**, automatic washing control, American Laundry Machinery Co.  
**ALPHA**, oil pumps, Lunkenheimer Co.  
**ALRITE**, pins, trays and tray cabinets, marking pins, Keyes-Davis Co.  
**ALROLENE 70**, petroleum drycleaning detergent, Alrose Chemical Co.  
**ALROLENE 65**, synthetic drycleaning detergent, Alrose Chemical Co.  
**ALROPEL**, water repellents, Alrose Chemical Co.  
**ALROSENE 31**, synthetic detergent, Alrose Chemical Co.  
**ALSEN**, oil cups, Lunkenheimer Co.  
**ALUMEX 50, 60, 70**, high alumina firebrick, kiln liners, Mexico Refractories Co.  
**ALUMIKOTE**, aluminum paint, Vita-Var Corp.  
**ALUMINOX**, high-luster aluminum paint, Subox, Inc.  
**ALUMINUM OILITE**, bearings and parts, Chrysler Corp., Amplex Div.  
**ALVOR**, oil control, Lunkenheimer Co.  
**AMACEL**, acetate dyes, American Aniline Products, Inc.  
**AMAFORM**, dyeing agent, American Aniline Products, Inc.  
**AMALAN**, dyestuffs, American Aniline Products, Inc.  
**AMALIE**, oils and greases, L. Sonneborn Sons, Inc.  
**AMANTHRENE**, aniline dyes, American Aniline Products, Inc.  
**AMAPRO UNION**, aniline dyes, American Aniline Products, Inc.  
**AMAZON**, washing powder, Swift & Co.  
**AMAZONE**, ozone generators, American Ozone Co.  
**AMBASSADOR**, continuous towel cabinet, Ambassador Continuous Cabinet Co.  
**AMBER**, all-metal sleeve board, sleeve form, sleeve press board, press clamp, steam iron stand, iron stand, iron rest, Amber Mfg. Co.  
**AMBER**, reweaving supplies and equipment, Amber Reweaving Service  
**AMBER FLAKES**, neutral tallow soap, Procter & Gamble Distributing Co.  
**AMERICAIN**, first aid for cuts, burns and bruises, Americaine, Inc.  
**AMERICAN**, continuous towel cabinets, paper towel cabinets, Steiner Sales Co.

## TRADE NAMES

AMERICAN, curtain and blanket finishing equipment, American Laundry Machinery Co.  
 AMERICAN, drying and deodorizing cabinet, American Laundry Machinery Co.  
 AMERICAN, flatwork feeder and spreader, American Laundry Machinery Co.  
 AMERICAN, high-speed tumblers, American Laundry Machinery Co.  
 AMERICAN, industrial instruments, Manning, Maxwell & Moore, Inc.  
 AMERICAN, laundry and drycleaning solid-curb extractors, American Laundry Machinery Co.  
 AMERICAN, men's dress and sport shirts, pajamas, American Shirt Co.  
 AMERICAN, paint-removing solvent, Adco, Inc.  
 AMERICAN, starch cookers, American Laundry Machinery Co.  
 AMERICAN, water meters, Buffalo Meter Co.  
 AMERICAN, wearing apparel, linen supply and other special-purpose press units, American Laundry Machinery Co.  
 AMERICAN, AIRCRAFT, tumblers, American Laundry Machinery Co.  
 AMERICAN AUTOMATIC, drycleaning tumblers, temperature controls, American Laundry Machinery Co.  
 AMERICAN BEAUTY, electric flatirons, American Electrical Heater Co.  
 AMERICAN CASCADE, washers, American Laundry Machinery Co.  
 AMERICAN FASCAD, shirt unit, American Laundry Machinery Co.  
 AMERICAN-IA FRANCE, fire extinguishers, motorized fire-fighting apparatus, American-La France-Foamite Corp.  
 AMERICAN MODEL "S", super and master ironers, American Laundry Machinery Co.  
 AMERICAN MONARCH, washers, American Laundry Machinery Co.  
 AMERICAN MUROZA, feather cleaning and sterilizing system, American Laundry Machinery Co.  
 AMERICAN O. T., drycleaning extractor, American Laundry Machinery Co.  
 AMERICAN SUPER SPEED, tumblers, American Laundry Machinery Co.  
 AMERICAN SYSTEM, shirt conveyor and presses, American Laundry Machinery Co.  
 AMERICAN TYPE A AND TYPE C, semi-automatic washer controls, American Laundry Machinery Co.  
 AMERICAN VISIBLE, hand numbering machine, American Numbering Machine Co.  
 AMERICAN ZONE-AIR, feather reconditioning unit, American Laundry Machinery Co.  
 AMERICAN ZONE-AIR, laundry and drycleaning tumblers, American Laundry Machinery Co.  
 AMES, boiler engines, etc., Ames Iron Works  
 AMESTEAM, steam generator, Ames Iron Works  
 AMICO, washers and extractors, U. S. Hoffman Machinery Corp.  
 AMINOL, drycleaning detergent, Trico Chemical Div., Tri-State Equipment Co.  
 AMMOCLIDE, laundry sterilizer, mildew preventative, Carlton Chemical Co., Inc.  
 AMNUM, wear-resistant metal for traps, valve parts, Strong, Carlisle & Hammond Co.  
 AMOREDTTEX, extractor covers, Patek & Co.  
 AMPROZYME, enzymic product, Jacques Wolf & Co.  
 AMSCO, high-flash Stoddard solvent, 140°F solvent, special naphtha, American Mineral Spirits Co.  
 AMYLIN, laundry starches, National Starch Products, Inc.  
 ANCHOR ALKALI, alkali cleanser, Solvay Process Div., Allied Chemical & Dye Corp.  
 ANDERSON, paper collar supports, Howe Paper Corp.  
 ANDERSON, pipe-line strainers, steam traps, V. D. Anderson Co.  
 ANDERSON EASY LOCK, drapery protector, Anderson Specialty Mfg. Co.  
 ANDREA, measuring chart, M. Andreas  
 ANGELICA, washable service apparel, Angelica Uniform Co.  
 ANHYDRO, spotting agent, A. L. Wilson Chemical Co.  
 ANOLITE, anhydrous emulsifier, R. R. Street & Co., Inc.  
 ANSUL, fire extinguishers, Ansul Chemical Co.  
 ANTHONY, oil burners, pipe-line strainers, valve, Anthony Co.  
 ANTHONY NEBULYTE, gas, gas-oil, oil burners, torches, Anthony Co.  
 ANTI-CRUSH, double collar supports, J. W. Steele & Co.  
 ANTI-HYDRO, leather belting, waterproof cement, Webb Belting & Supply Co.  
 ANTI-ROLL, checks rolling on flatwork ironers, H. Kohnstamm & Co., Inc.  
 ANTISEPTIC HUNTOLENE, germ controller, Huntington Laboratories  
 ANTISEPTIN, active fungicide and germicide, Carman & Co., Inc.  
 APACHE, soap builder, Wyandotte Chemicals Corp.  
 APCO 140, flash naphtha, Anderson-Prichard Oil Corp.  
 APPLIGATE, indelible ink (silver base), laundry marking pens, linen marking machine (hand, foot and motor power), Appligate Chemical Co.  
 APPLICET, powdered aluminum acetate, Arnold-Hoffman & Co., Inc.  
 AQUADOL, wet spotter and neutral lubricant, Stamford Chemical Co.  
 AQUANOL, wire and cable, General Electric Co.  
 AQUASTEAM, pressing iron system, Automatic (Sussman) Steam Products Corp.

AQUAWAX, self-emulsifying lubricant wax, Concord Chemical Co.  
 ARABOL, starch, Arabol Mfg. Co.  
 ARBUTUS, soap, Minnesota Chemical Co.  
 ARCTIC, fire extinguishers, American-La France-Foamite Corp.  
 ARCTIC CRYSTAL, all-tallow soap and granulated flakes, Colgate-Palmolive-Peet Co.  
 ARCTIC SYNTHEX, synthetic detergents, Colgate-Palmolive-Peet Co.  
 ARIDEX PER, renewable water repellent, E. I. du Pont de Nemours & Co., Inc.  
 ARISTOCRAT, pillow tickings, R. Lally Co.  
 ARISTOCRAT, safety pins, William Prym, Inc.  
 ARK-VAK, leather belting, Philadelphia Belting Co.  
 ARLAC, alkali, soap builder, Wyandotte Chemicals Corp.  
 ARMA, marking machines, daily delivery tags, loop tags, dispenser tags, day tags, safety pins, Pittsburgh Tag Co.  
 ARMITA, anti-seize compound, thread lubricant, joint seal compound, gasket paste, Armita Laboratories  
 ARMOFOS, sodium tripolyphosphate, anhydrous, A. R. Mass Chemical Div., Victor Chemical Works  
 ARMOTUBE, pneumatic armored tubing, Bailey Meter Co.  
 ARMOUR, soaps and synthetics, Armour & Co., Industrial Soap Div.  
 ARMOWAX, domestic hard wax, Armour & Co.  
 ARMSTRONG, humidifiers, strainers, traps, Armstrong Machine Works  
 ARMS, 1270, nylon, wool press cloth, Arms Textile Mfg. Co.  
 ARRESTO-MOTH, mothproofing compound, Pennsylvania Salt Mfg. Co.  
 ARROW, cuff fasteners, Lee Mfg. Co.  
 ARROW, sponge pads, Arrow Mfg. Co.  
 ARROW, staplers, staples, staple removers, Arrow Fastener Co., Inc.  
 ARROW, wood tanks, tubs, cylinders, outside shells, vats and washers, Arrow Tank Co., Inc.  
 ARROW LAUNDRO-PAD, laundry press pad, Arrow Mfg. Co.  
 ARROW LINE, hat renovating, manufacturing and blocking machinery, American Hatters Supplies, Inc.  
 ARROW LONG ARM, long-reach stapler, Arrow Fastener Co., Inc.  
 ARSECO, washing compounds and specialties, alcoholic type anti-freeze, Riverside Chemical Co.  
 ASBESTALL, bleached nylon and asbestos press cloths, U. S. Rubber Co.  
 ASBESTEX, asbestos covers, X. S. Smith, Inc.  
 ASBESTON, chest-type flatwork ironer cover, U. S. Rubber Co., Textile Div.  
 ASHCROFT, indicating and recording pressure gauges, Manning, Maxwell & Moore, Inc.  
 ASHVEYOR, pneumatic conveyor system, Brady Conveyors Corp.  
 ASSEMBLY ARC, fittings to facilitate assembly of garments, Time Savers, Inc.  
 ASSISTEX, concentrated drycleaning soap, Takamine Laboratory, Inc.  
 ATEX, latex cement, Adhesive Products Corp.  
 ATLANTIC, non-sour blue, Beach Soap Co.  
 ATLAS, extractor, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
 ATLAS, truck bodies, Atlas Body Co.  
 ATLAS FIRE RETARDANT, flameproof agent, H. Kohnstamm & Co., Inc.  
 ATLAS GRAVITY FEEDER RACK, for flatwork ironers, Atlas Steel Products, Inc.  
 ATLAS MOISTURE CONTROL, for control of moisture retention in laundry extractors, Atlas Steel Products, Inc.  
 ATLAS RUST SOUR, sour, H. Kohnstamm & Co., Inc.  
 ATOMIC, drycleaning systems, wet washers, Hammond Laundry-Cleaning Machinery Co.  
 ATOMIC, rug, upholstery and fabric cleaning shampoo, Theobald Industries  
 ATOMOL, drycleaning filter soap with antiseptic and mothproofing, A. F. Wolke Co.  
 ATTASOL, colloidal clay, Attapulgis Clay Co.  
 ATTORIS, for glaze and cleaning fluid, Bernard Srotta Co.  
 AUTOGRAFIC, registers, business forms, Autographic Register Co.  
 AUTO-KLEAN, filters, Cuno Engineering Corp.  
 AUTO-LEVEL, boiler return system, Spotswood Parker & Co.  
 AUTO-LITE, gauges, indicating and recording thermometers, Electric Auto-Lite Co.  
 AUTOMATIC, lubricators, Victor Lubricator Sales Co.  
 AUTOMATIC, spray guns, OlsenMark Corp.  
 AUTOMATIC PALLET LOADER, automatic stacking of cartons, Lamson Corp., Blower Div.  
 AUTO-PFR, synthetic solvent drycleaning unit, Vic Cleaning Machine Co.  
 AUTOSSET, a type of free-vane air-operated controller, Bristol Co.  
 AVAGLO 20, drycleaning soap, Allen & Vickers, Inc.  
 AVEE, dry spotter, wet spotter, rug soap, upholstery cleaner, hat cleaning soap, Allen & Vickers, Inc.  
 AXIAL-FLOW, exhaust fan, DeBothezat Fans Div., American Machine & Metals, Inc.  
 AXTEX, first quality, stiff mud firebrick, Mexico Refractories Co.

AYR-MOR, drycleaning and laundry tumblers, drycleaning systems, Ayr-Mor Machinery Co.  
 AZTEX, high heat duty firebrick, Mexico Refractories Co.

## B

BB, white grease, low-pressure grease, Keystone Lubricating Co.  
 B & G, conveyors, all types, B & G Machinery Co.  
 B.N.B., collar support, clasp, loop, J. W. Steele & Co.  
 B. N. D., concentrated liquid drycleaning detergent, Benda Products, Inc.  
 B. & W., boilers, Babcock & Wilcox Co.  
 B-X, bloodstain remover, John P. Lynch Co.  
 BABSOLV, spotter and lubricant, Slater-Robbins Co., Inc.  
 BABSTOD, concentrated drycleaning soap, Slater-Robbins Co., Inc.  
 BABTEX, lipstick and paint remover, Slater-Robbins Co., Inc.  
 BAB-ZYME, digester, Slater-Robbins Co., Inc.  
 BADER, pants stretcher, C. L. Bader Co., Inc.  
 BADER SOLVENT PURIFIER, process for cleaning solvent, C. L. Bader Co.  
 BADGER, break powder, Minnesota Chemical Co.  
 BADGER, liquid soap, Colgate-Palmolive-Peet Co.  
 BATTLE-CRETE, first quality castable for battle construction, Mexico Refractories Co.  
 BAG 'N' NET, holder, Time Savers, Inc.  
 BAG-O-MATIC, combined bagger, invoice desk, bag storage rack, G. H. Bishop Co.  
 BAG-O-TEER, garment bagger, G. H. Bishop Co.  
 BAHNSON, centrifugal humidifier, Bahnsen Co.  
 BALANCED DRIVE, washers, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
 BALSAM-WOOL, blanket insulation, Wood Conversion Co.  
 BAND BOX, drycleaning systems, synthetic solvent, Band Box Corp.  
 BANNER, lubricator, Lumkenheimer Co.  
 BANNER BRAND, button, buckle, pinning, fluting, pleating, darning machines, Maxant Button & Supply Co.  
 BANTAM, autographic registers, Autographic Register Co.  
 BANTAM, laundry washer, Troy Laundry Div., American Machine & Metals, Inc.  
 BANTAM, net, Southern Mills, Inc.  
 BARCO, flexible steam, revolving and swing joints, Barco Mfg. Co.  
 BARRELED SUNLIGHT, enamels, paints, varnishes, Barreled Sunlight Paint Co.  
 BARRETT SPECIFICATION, roofing pitch and roofing felt, Barrett Div., Allied Chemical & Dye Corp.  
 BAR-RUST, exterior and interior inhibitive paint for steel and pipe, Midland Paint & Varnish Co.  
 BASEX, zeolite, Hungerford & Terry, Inc.  
 BASKE TRUCK, wire basket truck, G. H. Bishop Co.  
 BASSICK, casters, wheels, Bassick Co.  
 BEACHRITE, built soap, Beach Soap Co.  
 BEACON, bluing, Hood Chemical Co., Inc., Crescent Div.  
 BEATS-ALL, covers, nets, padding, Tingle, Brown & Co.  
 BEAU-CLEAN, drycleaning soap, Murphy Sales Co.  
 BEAVER, pipe and bolt cutting and threading hand tools and machines, Beaver Pipe Tools, Inc.  
 BEAVER LUSTER, fur luster, Nyeco Products Co.  
 BECKMAN, pH meters and other analytical instruments, Beckman Instruments, Inc.  
 BEEHIVE, spring padding, Western Laundry Press Co.  
 BELCO, water softeners, Belco Industrial Equipment Div.  
 BELCOLITE, zeolite, Belco Industrial Equipment Div.  
 BEL-JO, starch, A. E. Staley Mfg. Co.  
 BELMASTER, mechanical pipe joint for cast-iron pipe, Dresser Mfg. Div., Dresser Industries, Inc.  
 BELMONT, gaskets, packings, Belmont Packing & Rubber Co., Inc.  
 BELT-ZIP, belt hanger, Para-Lux Products Co.  
 BENDA, liquid drycleaning soap, paint and grease remover, Benda Products, Inc.  
 BENDA-ZYME, digester, Benda Products, Inc.  
 BENDIX, seamless flexible metal hose, Eclipse-Pioneer Div., Bendix Aviation Corp.  
 BENTEC, synthetic detergent, Wyandotte Chemicals Corp.  
 BENZOCARDINOLE OXO, detergent, Apex Chemical Co., Inc.  
 BERGER, steel lockers, shelving, cabinets, bins, benches, desks and tables, Republic Steel Corp.  
 BERSOL, drycleaning soap, Stadham Co., Inc.  
 BERKSTRIP, stripper, Stadham Co., Inc.  
 BERKSUDS, synthetic detergent, Stadham Co., Inc.  
 BERLOU, mothproofing agent, Berlou Mfg. Co.  
 BERSENE, water softener, Bersworth Chemical Co.  
 BERSONITE, built soaps, Stadham Co., Inc.

**BESLER**, steam generators, superheaters, Besler Corp.  
**BESTEEL**, straight pins, Fleischer Mills, Inc.  
**BEST FORMS**, tag identification systems, Best Forms Co.  
**BESTO**, synthetic wetcleaning detergent, Nu-Pro Mfg. Co.  
**BESTOS**, asbestos covers, padding, Tingle, Brown & Co.  
**BEST YET**, cellophane ribbon, cotton twines, New York Twine Corp.  
**BETE**, fog and spray nozzles, Bete Fog Nozzle, Inc.  
**BIFURCATOR**, duct fan, DeBothezat Fans Div., American Machine & Metals, Inc.  
**BIG CHIEF**, laundry nets, Southern Mills, Inc.  
**BIG CHIEF**, truck tires, Mohawk Rubber Co.  
**BIG CHIEF**, wood washers, Illinois Laundry Machinery Mfg. Co.  
**BIG FLO**, filters, Butler Mfg. Co.  
**BIG FOUR**, firebrick, Mexico Refractories Co.  
**BIG 4**, stripper, Eaton Chemical & Dyestuff Co.  
**BIG HORN**, bentonite clay, Wytotana Mining Co.  
**BIG HORN WYOMING**, colloidal clay, Wytotana Mining Co.  
**BIG INCH**, pressure-sensitive tape dispensers, Better Packages, Inc.  
**BIGMOUTH**, shake-out tumbler, Purkert Mfg. Co.  
**BIG SAVAGE**, high heat duty firebrick, Mexico Refractories Co.  
**BIG SAVAGE SUPER**, firebrick, Mexico Refractories Co.  
**BILLINGSLEY**, extractors, filters, washers, Billingsley Machinery Co.  
**BILLYRE DRYSET**, press, Lamson Corp.  
**BILVIX-X**, detergent and soap builder, Warco Laboratories  
**BINGO**, drainpipe opener, Huntington Laboratories, Inc.  
**BINKS**, spray painting equipment, Binks Mfg. Co.  
**BIOBOLS**, germicides, General Dyestuff Corp.  
**BIOFALS**, germicides, General Dyestuff Corp.  
**BISHOP**, laundry and drycleaning appliances and light production equipment, G. H. Bishop Co.  
**BISNO**, sewing room supplies, Bisno Supply Co.  
**BISONITE**, plastic coating, Washine National Sands, Inc.  
**BIXBEE** #20, fur and leather cleaning aid, Bixbee Research Div. of Blazemaster, Inc.  
**BIXLER**, conveyors, National Marking Machine Co.  
**BLACK DIAMOND**, roofing pitch and felt, Barrett Div., Allied Chemical & Dye Corp.  
**BLACK LINE**, knitted padding, Minnesota Chemical Co.  
**BLACK MAGIC**, pipe-sealing compound, gasket cement, Bowser, Inc.  
**BLACKMER**, rotary hand and power pumps, Blackmer Pump Co.  
**BLACK OUT**, ink remover, J. L. Hardin Co., Inc.  
**BLANCH-STIK**, stain remover, Keystone Aniline & Chemical Co., Inc.  
**BLANCO**, all-fabric stripper, Keystone Aniline & Chemical Co., Inc.  
**BLANKETMASTER**, blanket washing machine, Hopkins Equipment Co.  
**BLAZE-PRUF**, flameproofers, Crossland Mfg. Co., Inc.  
**BIENCO**, rug cleaning sour, Bienco Co.  
**BIENDSOL**, drycleaning soap, H. R. Street & Co., Inc.  
**BLOOD-CATER**, spot remover, W. F. Johnson Products Co.  
**BLOOD-MUV**, stain remover, Package Chemical Co., Inc.  
**BLOOD-PLUS**, spotting aid, Ink-O Products Co.  
**BLO-R-VAC**, water pickup cleaner-vacuum, Ideal Industries, Inc.  
**BLUD-X**, concentrated liquid enzyme, Huntington Laboratories, Inc.  
**BLUE BELLE**, blue, H. Kohnstamm & Co., Inc.  
**BLUE BONNET**, blue, H. Kohnstamm & Co., Inc.  
**BLUE-EDGE**, aprons, wetwash bags, Lewis National Corp.  
**BLUE LABEL**, tallow soap, Beach Soap Co.  
**BLUE LINE**, collar supports, hangers, shirt bands, necktie hangers, Lonce Industries, Inc.  
**BLUE RIBBON**, laundry nets, Southern Mills, Inc.  
**BLUE RIBBON**, polishes, waxes, International Metal Polish Co.  
**BLUE RIDGE**, leather belting, waterproof leather belting, Charlotte Leather Belting Co.  
**BLUE STAR**, feed ribbons, New York Belting & Packing Co.  
**BLUE STREAK**, nylon nets, Whitehouse Nylon Products  
**BLUE STRIPE**, cover cloth, padding, William E. Hopper & Sons  
**BLUFIXE**, sour, H. Kohnstamm & Co., Inc.  
**BLUFIXE EXTRA-SOLUBLE**, sour, H. Kohnstamm & Co., Inc.  
**BLUREX**, sour, Hood Chemical Co., Inc., Crescent Div.  
**BLU-TINT**, sour and blue combination, Johnson Chemical Industries, Inc.  
**BLUTONE**, liquid blue, E. F. Drew & Co., Inc.  
**BOCK**, drycleaning, laundry extractors, Bock Laundry Machine Co.  
**BOCONIZE**, mothproofing compound, Bocon Chemical Co.  
**BOGUE**, motors, generators, Belco Industrial Equipment Div.  
**BOILA KLEEN**, boiler compound, Patek & Co.

**BOILER LAX**, boiler cleaning compound, Radiator Specialty Co.  
**BOILER SOLDER SEAL**, metallic powder for boiler repairs, Radiator Specialty Co.  
**BONASOL**, textile dyeing assistants, American Aniline Products, Inc.  
**BOND**, truck casters, Bond Foundry & Machine Co.  
**BONDERITE**, corrosion-resistant paint, Tropical Paint & Oil Co.  
**BOND SET**, silica base bonding mortar, Mexico Refractories Co.  
**BONE-DRI**, water repellent, Benda Products, Inc.  
**BONIS**, fur drum, fur sewing machine, Bonis Bros. Fur Machinery Corp.  
**BON-SPUN**, nylon press covering, F. H. Bonn Co.  
**BON-TEX**, nylon press covering, F. H. Bonn Co.  
**BON-TWIL**, nylon press covering, F. H. Bonn Co.  
**BOOSTER**, shirt unit, Unipress Co., Inc.  
**BORASUDS**, textile scouring, Essential Chemicals Co.  
**BORGANA**, boiler water treatment, Strong, Carlisle & Hammond Co.  
**BOROCHLOR**, liquid bleach, H. Kohnstamm & Co., Inc.  
**BOSTAGS**, marking tags, Boston Clip & Tag Co.  
**BOSTITCH**, cuff tackers, stapling machine, staples, Bostitch, Inc.  
**BOW**, collar support, Package Masters, Inc.  
**BOWSER**, stills, filters, Bowser, Inc.  
**BRANFORD**, oil burners, Malleable Iron Fittings Co.  
**BREADY**, heat reclaimers, heat exchangers, storage and water heaters, Bready Engineering Corp.  
**BREAK-AID**, solvent pine oil, Thompson-Hayward Chemical Co.  
**BREAK-O**, break powder, Swift & Co.  
**BREAK-PHOS**, soap regenerator, Thompson-Hayward Chemical Co.  
**BREKSYN**, break detergent, E. F. Drew & Co., Inc.  
**BRECH LOCK**, cast-steel gate valves, Lunkenheimer Co.  
**BRESSLER**, controls, Bressler Engineering Service  
**BREX**, break compound, Procter & Gamble Distributing Co.  
**BRIDGEPORT**, copper water tubing, Bridgeport Brass Co.  
**BRIGHTGLO**, wetcleaning detergent, Merson Products Co.  
**BRILLANTONE**, sour, G. S. Robins & Co.  
**BRILLO**, press pads, Brillo Mfg. Co., Inc.  
**BRINE-O-LATOR**, water-softening equipment, Carey Salt Co.  
**BRISTO**, multiple spline socket set screws, hollow head cap screws, Bristol Co.  
**BRISTOL**, starch, H. Kohnstamm & Co., Inc.  
**BRITTE**, paste drycleaning soap, Keystone Aniline & Chemical Co., Inc.  
**BRITTEWHITE**, laundry blue, Washine National Sands, Inc.  
**BRITEX**, soaps, powdered soap, Van Chemical Co.  
**BRI-TONE**, drycleaning concentrate, Spix Products Co.  
**BRIZENE**, drycleaning soaps, Patek & Co.  
**BROWNELL**, boilers, heat exchangers, stokers, Brownell Co.  
**BROX**, dri-cut cardboard, Alfred J. Brooks  
**BROXFORMS**, shirt boxes, Alfred J. Brooks  
**BRU-CEX**, water conditioning, feeders and chemicals, Bruner Corp.  
**BRUNNER**, air compressors, air conditioners, refrigeration condenser, Brunner Mfg. Co.  
**BRUSH-AWAY**, hand-brushing drycleaning soap, Raychem Products Co.  
**BRUSHENE**, hand-brushing soap, Keystone Aniline & Chemical Co., Inc.  
**BRUSH-KLEEN**, brushing soap, Adco, Inc.  
**BRUSH-OUT**, liquid drycleaning soap, Caled Products Co., Inc.  
**BRYAN**, boilers, Bryan Steam Corp.  
**BSC BRAND**, covers, pads, flannels, cloth bags, Baltimore Specialties Co.  
**BUBBLE RUB CONCENTRATE**, upholstery shampooing soap, Keystone Chemical Co.  
**BUCKEYE**, drycleaning washer, American Cleaners Equipment Co., Div. American Laundry Machinery Co.  
**BUCKEYE**, soaps, spotters, stain remover, suede leather dressing, water repellent, paint, oil and grease remover, rug and upholstery shampoo, Davies-Young Soap Co.  
**BUCKEYE KLOR-LENE**, spotter, Davies-Young Soap Co.  
**BUCKEYE LIQUA-BREAK**, break and stain remover, Davies-Young Soap Co.  
**BUCKEYE WET SPOTTER**, all-around wet spotter, Davies-Young Soap Co.  
**BUCKEYE ZYMATIC**, digestive spotter, Davies-Young Soap Co.  
**BUDA**, industrial trucks, Buda Co.  
**BUFF**, alkali compound, special detergents, E. F. Drew & Co., Inc.  
**BUFFALO**, extractor, filter, still, Gross Machinery Co., Inc.  
**BULLDOG**, nylon laundry nets, metal press pads, X. S. Smith, Inc.  
**BUMINOL**, albuminous stains and blood remover, Spix Products Co.  
**BUNG**, special brick for malleable furnaces, dry press, Mexico Refractories Co.  
**BUNN**, bundle-tying machine, B. H. Bunn Co.  
**BURBAK**, cotton padding, Pittsburgh Waterproof Co.

**BURKS**, boiler feed, condensation return feeds, turbine, centrifugal pumps and water system, Decatur Pump Co.  
**BUROMIN**, boiler water treatment, Hagan Corp.  
**BURROUGHS**, accounting, adding, bookkeeping, calculating, cash-registering machines, business machine supplies, Burroughs Adding Machine Co.  
**BUSSARD**, spooled pants pocketing, collapsible extractor cover, R. D. Hussard & Son  
**BUS-TRUCK CHIEF**, truck tires, Mohawk Rubber Co.  
**BUTLER**, boiler water treatment, mechanical descaler, Butler Engineering Co.  
**BUTLER**, complete drycleaning plant equipment, Butler Mfg. Co.  
**BUTLER STILL**, solvent distillation unit, Butler Mfg. Co.  
**BUTONOLE**, hub perforating dye tag, Boston Clip & Tag Co.  
**BUTTON-NO-BUTTON**, loop and clasp, J. W. Steele & Co.  
**BYLAN**, cover cloth, Magla Products

## C

**C. B.**, detergent, Adco, Inc.  
**C-50**, drycleaning detergents, Nu-Pro Mfg. Co.  
**C.H.**, electrical equipment, Cutler-Hammer, Inc.  
**C-L**, washers, extractors, Cummings-Landau Laundry Machinery Co., Inc.  
**CM**, fire retardant, E. I. du Pont de Nemours & Co., Inc.  
**CMH**, expansion joints, expansion bellows, flexible metal conduit, Flexonics Corp.  
**C & S**, cleaning powder, Swift & Co.  
**CABINETROL**, control panel equipment, General Electric Co.  
**CABINET-SAN**, deodorant, Huntington Laboratories, Inc.  
**CALDWELL**, tank, W. E. Caldwell Co., Inc.  
**CALECO**, drycleaning, laundry, starch extractors, wood laundry washer, wood cylinders, California Laundry Equipment Co.  
**CALED L-S**, a liquid soap for drycleaning use, Caled Products Co., Inc.  
**CALGON**, detergents, metaphosphate, rug cleaning and finishing compound, sizings, sodium metaphosphate, solvent, lime soap, water conditioners, chemical water softeners, Calgon, Inc.  
**CALICO**, medium-titer built soap, Procter & Gamble Distributing Co.  
**CALLANET**, knitted nylon nets, Callaway Mills, Inc.  
**CALROD**, flatiron, General Electric Co.  
**CALSILITE**, pipe-covering blocks, Ruberoid Co.  
**CAL-SIZE**, liquid or powder sizing, Caled Products Co., Inc.  
**CAL-SOAP**, drycleaning soaps, Caled Products Co., Inc.  
**CAL-STRIP**, liquid concentrated agent, Caled Products Co., Inc.  
**CAL-TEX**, saponified oil-solvent blend with soap, Caled Products Co., Inc.  
**CAMBRIDGE**, electrical and mechanical precision instruments, Cambridge Instrument Co., Inc.  
**CAMELFORMS**, laundry shells, Campbell Box & Tag Co.  
**CAMELTAGS**, laundry tags, Campbell Box & Tag Co.  
**CAMEO**, starch, A. E. Staley Mfg. Co.  
**CAMERON**, pumps, Ingersoll-Rand Co.  
**CAMPBELL MICRONETIC**, water and signal alarms, J. A. Campbell Co.  
**CANTON**, stokers, steam generators, power plant equipment, Canton Stoker Corp.  
**CAPITAL**, marking tags, U. S. Marking Tag Co.  
**CAPITAL**, posters, display frames, inserts, Pargament-Fidler, Inc.  
**CAPITAL**, posters, streamers for window display, Capital Poster Service  
**CAPITOL**, paint and grease remover, Allen & Yenters, Inc.  
**CARBEX**, silicon carbide super-refractory brick, McLeod & Henry Co., Inc.  
**CARBIDE METHANOL**, alcohol, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.  
**CARBITOL**, solvent, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.  
**CARBO-DUR**, activated carbon, Permutit Co.  
**CARBONOT**, insulators, General Electric Co.  
**CARBON-TET**, synthetic cleaning fluid, E. I. du Pont de Nemours & Co., Inc.  
**CARBO SOUR**, laundry chemical, Diamond Alkali Co.  
**CARBOXIDE**, fumigant, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.  
**CARCO**, marking-machine ink, type cleaner, ink thinner, Carman & Co., Inc.  
**CARCO**, press-head cleaner, Carman & Co., Inc.  
**CARCO**, wire hangers, trouser guards, Carman & Co., Inc.  
**CARCODERM**, hand lotion for drycleaners, Carman & Co., Inc.  
**CARCOFLEX**, plasticizing agent for plastic or resin-treated fabrics, Carman & Co., Inc.  
**CARCOLENE**, general spotter, Carman & Co., Inc.



# TRADE NAMES

**CARCO SOURS**, neutralizing agents, Carman & Co., Inc.  
**CARCOSUDS**, rug shampoo, Carman & Co., Inc.  
**CARCOVAN**, light truck body, Pacific Car & Foundry Co.  
**CARDOGRAPH**, addressograph machine, Addressograph-Multigraph Corp.  
**CAREY**, bathroom cabinets, Philip Carey Mfg. Corp.  
**CAREYDUCT**, asbestos cement pipe, Philip Carey Mfg. Co.  
**CAREY-SOTE**, asbestos cement board, Philip Carey Mfg. Co.  
**CAREY'S SALT**, salt tablets, dispensers, Carey Salt Co.  
**CARLTONITE**, synthetic detergent laundry washing compound, Carlton Chemical Co., Inc.  
**CARMAN**, indelible pen ink, Carman & Co., Inc.  
**CARMANETS**, nylon nets, Carman & Co., Inc.  
**CAR-NA-CRETE**, rubber floor enamel, Continental Car-Na-Var Corp.  
**CAR-NA-LAC**, self-polishing heavy-duty floor wax, Continental Car-Na-Var Corp.  
**CAR-NA-VAR**, upholstery and carpet cleaning machine, liquid spirit wax requiring buffing, Continental Car-Na-Var Corp.  
**CAROUSEL**, automatic 10-washer counter flow laundering unit, International Laundry Equipment Div., Kurt Orban Co., Inc.  
**CAROVAN**, delivery trucks, Carovan Div., Universal Sales, Inc.  
**CARRIER**, industrial heating, refrigerating systems, Carrier Corp.  
**CARVEL**, nylon covering, press covers, Carman & Co., Inc.  
**CARVER**, centrifugal pumps, Carver Pump Co.  
**CASCADE**, mechanical unloading washer, laundry washers, automatic washing control, American Laundry Machinery Co.  
**CASCADE**, nets, H. Kohnstamm & Co., Inc.  
**CASHUS**, woven names, labels, markers, tape, J. & J. Cash, Inc.  
**CASH STANDARD**, valves, regulators, A. W. Cash Co., Inc.  
**CAST-REFRACT**, refractory materials, Quigley Co., Inc.  
**CATERPILLAR**, diesel engine, Caterpillar Tractor Co.  
**CAU-FLAN**, flannel cotton pads, X. S. Smith, Inc.  
**CAUSUL**, metal gate valves and cocks, Lunkenheimer Co.  
**CEDAR SHIELDS**, storage bags, Rassenfoss Bag Co., Inc.  
**CEGLIN**, finish for textiles, Sylvania Industrial Corp.  
**CELANESE**, dyes, American Aniline Products, Inc.  
**CELA-SOL**, paint remover, National Cleaners Chemical Mfg. Co.  
**CELATINT**, tints for acetate yarn, American Aniline Products, Inc.  
**CELTITE**, filter aids (diatomaceous silica), Johns-Manville  
**CELLONIZE**, sizing, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.  
**CELLSOLVE**, solvent, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.  
**CELOFORM**, spotter, Keystone Aniline & Chemical Co., Inc.  
**CEMENTKOTE**, heavy duty oil base cement paint, Tropical Paint & Oil Co.  
**CEN-TRA VAC**, centrifugal refrigeration compressor, Trane Co.  
**CENTRIZE**, efficiency engineers, Centriize  
**CENTURY**, motors, generators, Century Electric Co.  
**CENTURY BRAND**, sodium perborate, Eaton Chemical & Dye-Stuff Co.  
**CERFAK**, detergents, E. F. Houghton & Co.  
**CERTI-CIDE**, demulsifying liquid, Certified Chemical & Equipment Co.  
**CERTIFIED**, low-titer neutral soap flakes, Armour & Co.  
**CERTIFIED SOLID**, neutral solid pack crutcher soap, Armour & Co.  
**CERTI-FOAM**, upholstery cleaner, Certified Chemical & Equipment Co.  
**CERTI-LAVE**, non-rinse rug shampoo, Certified Chemical & Equipment Co.  
**CETIC-X**, odorless liquid sour, Warco Laboratories  
**CHACE**, automatic washer valves, Chace Valve Div., American Laundry Machinery Co.  
**CHALLENGER**, all types fire extinguishers, American-La France-Foamite Corp.  
**CHALLENGER**, stokers, Link-Belt Co.  
**CHAMBERS**, laundry and drycleaning extractors, Chambers Extractor Co.  
**CHAMP CLEANER**, fur cleaner, Nycco Products Co.  
**CHAMPION**, automatic tying machine, cable cord, Thomaston Mills  
**CHAMPION**, Monel press pad, Besillo Co.  
**CHAMPION CASCADE**, laundry washer, American Laundry Machinery Co.  
**CHANDLER**, pleating, darning, button-sewing machines, fluters, thread, Chandler Machine Co.  
**CHASE**, brass and copper products, Chase Brass & Copper Co.  
**CHAT**, detergent, General Aniline & Film Corp., Special Products Sales Div.  
**CHATILLON**, scales, John Chatillon & Sons  
**CHECKERS' BEST**, tag marking system, Waverly Specialty Co.  
**CHEK-TAG**, drycleaning identification system, Best Forms Co.

**CHEMKLOS**, work clothing, Mine Safety Appliances Co.  
**CHEM-O-FEEDER**, constant rate proportioning pump, Proportioners, Inc.  
**CHEVCO**, belt cleaner, Samuel Chevin Co., Inc.  
**CHEVROLET**, motor trucks, Chevrolet Motor Div., General Motors Corp.  
**CHEX**, laundry mildewproofing agent, Cidex Corp.  
**CHEXIT**, unit system for production control, Carman & Co., Inc.  
**CHIC**, sizing for wetcleaning, Patek & Co.  
**CHICAGO**, laundry machinery, Chicago Dryer Co.  
**CHICAGO**, pearl buttons, Chicago Pearl Button Co.  
**CHICO**, alkali soap builder, Wyandotte Chemicals Corp.  
**CHIEF**, rug equipment, Chief Mfg. Co.  
**CHIEF**, truck tires, Mohawk Rubber Co.  
**CHIEF COMMERCIAL**, truck tires, Mohawk Rubber Co.  
**CHIEF 20**, handkerchief ironer, Huebsch Div., American Laundry Machinery Co.  
**CHIEF 25**, handkerchief, napkin ironer, Huebsch Div., American Laundry Machinery Co.  
**CHIFFON**, miniature bar soap, Armour & Co.  
**CHINALINE**, quick-drying enamel, Barreled Sunlight Paint Co.  
**CHLORASOL**, fumigant, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.  
**CHLORESCO**, bleach (calcium hypochlorite), Corley Chemical Co.  
**CHLORETS**, chlorine tablets, Gliss'n Products Co.  
**CHLOREX**, chlorinated solvent, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.  
**CHLOR-O-CEL**, sweetener, filter powder, Johns-Manville  
**CHLOR-O-FEEDER**, constant rate proportioning pump, Proportioners, Inc.  
**CHLOROWAX 40**, liquid chlorinated paraffin, Diamond Alkali Co.  
**CHLOROWAX 70**, resinous chlorinated paraffin, Diamond Alkali Co.  
**CHLOCTAW**, soap builder, Wyandotte Chemicals Corp.  
**CHROMALOX**, electric heating equipment, Edison Electric Co.  
**CHROME CONCRETE**, chrome base refractory concrete, Mexico Refractories Co.  
**CHROMIX**, refractory material, Quigley Co., Inc.  
**CHROMOTEX**, detergent for rug cleaning in the plant, Endriss Chemicals, Inc.  
**CHRYSLER-AIRTEMP**, furnaces, boilers, heaters, stokers, Chrysler Corp., Airtemp Div.  
**CIDEX**, mildew preventative, deodorant, mothproofing agent, Cidex Corp.  
**CIMATAG**, printed tags and marking tags, Cincinnati Marking Tag & Supply Mfg. Co.  
**CIMCO**, cement applied to inner surface of tank, Ford Tank Maintenance Co.  
**CINCH**, prespotter, Caled Products Co., Inc.  
**CINO**, carpet, laundry and drycleaning tags, black marking ink, Fleischer Mills, Inc.  
**CISSELL**, cuff brushers, boards, driers, irons, spotting boards and guns, W. M. Cassell Mfg. Co., Inc.  
**CLAIM-SAVER**, F.W.I. bundle separators, F. H. Bonn Co.  
**CLAIRANESE**, cover cloth, Lewis National Corp.  
**CLARCO**, unit heaters, Clarage Fan Co.  
**CLARK**, fluid controls, Clark Mfg. Co.  
**CLARK 60**, traps, valves, Clark Mfg. Co.  
**CLAYBRITE**, machine clay coated paperboard, Cornell Paperboard Products Co.  
**CLAYTON**, steam generators, feed-water pump, water heater, Clayton Mfg. Co.  
**CLEANCUT**, pinkers, Maxant Button & Supply Co.  
**CLEANERETTE**, automatic drycleaning machine, E. L. Chrisman Co., Div. Fleetwood-Airflow, Inc.  
**CLEANSER 600**, alkali cleanser, Solvay Process Div., Allied Chemical & Dye Corp.  
**CLEANSERTAG**, marking tag material, Hollingsworth & Vose Co.  
**CLEANSER TAGS**, tags for cleaners, Sidney A. Gizek  
**CLEARO**, stripper, Carman & Co., Inc.  
**CLEARSIZE**, laundry starch, National Starch Products, Inc.  
**CLEARTEX**, laundry starch, National Starch Products, Inc.  
**CLEAR-VIEW**, boxes, bags and cellophane products, Clear View Packaging Co.  
**CLEAVER-BROOKS**, steam generators, boilers, Cleaver-Brooks Co.  
**CLENA-FORM NO. 2**, cleaner, polisher and lubricator for shirt units and body presses, College Chemical Co.  
**CLEVELAND**, rug and laundry machinery, Cleveland Rug Cleaning Machinery Co.  
**CLEVE-O-CEMENT**, under-floor covering, resurfacing material, Midland Paint & Varnish Co.  
**CLIMAX**, overall marking tags, Rudson Mfg. Co.  
**CLINTON**, rug sizing, Clinton Foods Inc.  
**CLINTON 3A**, thick boiling starch, Clinton Foods Inc.  
**CLIP-A-TAPE**, gummed-tape dispenser, Ideal Stencil Machine Co.  
**CLIPPER**, belt-lacing equipment, belt cutters and fasteners, Clipper Belt Lacer Co.  
**CLIPPER**, wire lacing, belt lacers, belt cutters, I. B. Williams & Sons  
**CLIX**, belt organizer, Time Savers, Inc.  
**CLOMAK**, balanced detergent, Wyandotte Chemicals Corp.

**CLOPAY**, hanger protectors, dress guards, Clopay Corp.  
**CLOPAY SANITEX**, garment storage bags, Clopay Corp.  
**CLOR**, bleach, Pennsylvania Salt Mfg. Co.  
**CLORAFIN**, chlorinated paraffin, Hercules Powder Co.  
**CLOROSHEEN**, drycleaning detergent, Riverside Mfg. Co.  
**COAGULATOR**, rapid combination mixing chamber and settling basin, Hungerford & Terry, Inc.  
**COATES**, electric boiler, Coates Electric Mfg. Co.  
**COATRITE**, industrial coating, Rathbun Co.  
**COAT-SEAL**, interior wall coating, Steelcote Mfg. Co.  
**CO-AXIAL-FLO**, filter, Zephyr Laundry Machinery Co.  
**COBAGO**, leather belting, cement, Cornell Belting Co.  
**COCALENE**, liquid wetcleaning soap, Wonder Wash Corp.  
**COCHERO**, flat leather belting, belt cement, J. B. Williams & Sons  
**COCHIN SEB**, solvent and synthetic wetting agent, E. F. Drew & Co., Inc.  
**COCHRANE**, steam power plant equipment, Cochran Corp.  
**COCOANUT OIL**, paste soap, National Cleaners Chemical Mfg. Co.  
**COCOGEL**, wetcleaning soap, E. F. Drew & Co., Inc.  
**COCOZOP**, coconut oil, wetcleaning, paste soap, Packco Chemical Co., Inc.  
**COLDOT**, press padding flannel, Southern Mills, Inc.  
**COLDSPRAY**, built soap for cool-water washing, Beach Soap Co.  
**COLDWATER NAPTEx**, laundry soap, E. F. Drew & Co., Inc.  
**COLD WATER OZONITE**, cold-water soap, Procter & Gamble Distributing Co.  
**COLD WATER SOL SUDS**, soap, Lewis National Corp.  
**COLGATE FORMULA 10, 20, 25, 33, 40**, neutral soap flakes and granulated built soap, Colgate-Palmolive-Peet Co.  
**COLGATE KWIKSOLVE**, laundry soap, Colgate-Palmolive-Peet Co.  
**COLLAIRIGHT**, collar ironer, shirt-folding machine, Key-Tag Checking System Co.  
**COLLA-RITES**, collar supports, M. H. Gronauer Co.  
**COLONIAL**, blue, Superior Products Co.  
**COLOR BRITE**, soap, Lewis National Corp.  
**COLOREX**, stripping agent, Stauffer Chemical Co.  
**COLORFIXE**, sour, H. Kohnstamm & Co., Inc.  
**COLORFLEX**, leather dyes, Eaton Chemical & Dye-Stuff Co.  
**COLORGO**, powdered stripping agent, A. L. Wilson Chemical Co.  
**COLORLUME**, drycleaning soap, Fry Bros. Co.  
**COLORSOUT**, powder color stripper, Washine National Sands, Inc.  
**COLOR SPARK**, break powders, Wyandotte Chemicals Corp.  
**COLORSUDS**, low-temperature soap, H. Kohnstamm & Co., Inc.  
**COLORTOP**, plug fuses, Trico Fuse Mfg. Co.  
**COLORZOUR**, sour, Washine National Sands, Inc.  
**COLOVOLT**, fluorescent lamps, fixtures, General Luminescent Corp.  
**COLSON**, wheels, casters, trucks, Colson Corp.  
**COLEX**, cold water soap, medium pH, E. F. Drew & Co., Inc.  
**COLUMBIA**, activated carbon, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.  
**COLUMBIA**, blindstitch machines, Columbia Sewing Machine Corp.  
**COLUMBIA**, boilers, Columbia Boiler Co.  
**COLUMBIA**, detergents, chemicals, Columbia Southern Chemical Corp.  
**COLUMBIA**, drycleaning extractors, used and rebuilt machinery, puff irons, valves, Columbia Laundry Machinery Co.  
**COLUMBIA**, drycleaning unit, solvent saver, Columbia Appliance Corp.  
**COLUMBIA**, reweaving, inweaving needles, Columbia Needlework Supply Co., Gearhart Runner Knitter Co.  
**COLUMBIA BF**, puff iron, Columbia Laundry Machinery Co.  
**COLUMBIA GEM**, extractor, Columbia Laundry Machinery Co.  
**COMBINATION OFFSET**, silk finishing press, Excelsior Machinery Co.  
**COMBINER CLIPS**, assembling clips, Larton Products Co., Inc.  
**COMBINETS**, laundry nets and fabrics, Davis Mills Inc.  
**COMBINO**, ironer padding nets, Tingle, Brown & Co.  
**COMBO**, combination checking desk, bag storage unit and garment bagger, Rodin Machinery Co., Div. Rodin Bros.  
**COMBUSTIONER**, automatic coal burner, humidifiers, Steel Products Engineering Co.  
**COMBY-R**, laundry nets, Davis Mills Inc.  
**COMET**, electric hoist, Chisholm-Moore Hoist Corp.  
**COMET**, extractors, Hammond Laundry-Cleaning Machinery Co.  
**COMET**, washer, Henrici Laundry Machinery Co.  
**COMMANDER**, steel framed platform hand trucks, Fairbanks Co.



**COMMERCIAL**, soap, Rome Soap Mfg. Co.  
**COMPACT**, drycleaning machine, Ayr-Mor Machinery Co.  
**COMPACT**, low-pressure boiler, Titusville Iron Works Co., Div. Struther Wells Corp.  
**COMPAR**, safety gloves, aprons, gasket material, Resistoflex Corp.  
**COMPLETE**, laundry soaps, Fry Bros. Co.  
**COMPO**, fiber marking tags, Fleischer Mills, Inc.  
**COMPO**, marking tags, U. S. Marking Tag Co.  
**COMPOSITION** 33, 91, soap builders, Turco Products, Inc.  
**COMPOUND 40**, general formula spotter, Keystone Aniline & Chemical Co., Inc.  
**CONCO**, stokers, Conco Engineering Works, Div. H. D. Conkey & Co.  
**CONDOR**, hose, belting, rolls, Raybestos-Manhattan, Inc.  
**CONDO-VAC**, return-line vacuum pumps for heating systems, Chicago Pump Co.  
**CON-D-TEX**, mothproofing agent, Research Laboratories Corp.  
**CONNERSVILLE-CHIEF**, rug and carpet cleaning equipment, Chief Mfg. Co.  
**CONSOLIDATED**, safety and relief valves, Manning, Maxwell & Moore, Inc.  
**CONTINENTAL**, steam generators, Boiler Engineering & Supply Co.  
**CONTINENTAL 18**, self-polishing heavy-duty liquid floor wax, Continental Car-Na-Var Corp.  
**CONTINUOUS FLOW**, washer, Bill Glover, Inc.  
**CONTIN-U-RAIL**, speed rail, White Machine Co.  
**CONVAIR**, converts foot press into air-operated press, New York Pressing Machinery Sales, Inc.  
**COOK EXTRACTETTE**, pony extractor, Cook Machinery Sales Co.  
**COOK WASHETTE**, open-end washers, Cook Machinery Sales Co.  
**COOLAIR**, fans, ventilating systems, American Coolair Corp.  
**COOLIDGE**, pad savers, Ink-O Products Co.  
**COOLIDGE GRID**, press pad, John E. Coolidge Co.  
**COOPER**, pressing stands, bucks, tables, iron carriers, H. P. Cooper & Co.  
**COOPER-BESSEMER**, compressors, diesel and gas engines, Cooper-Bessemer Corp.  
**COORDINATED PROCESS CONTROL**, automatic control, Bristol Co.  
**COPALITE**, interior varnish, Barreled Sunlight Paint Co.  
**COPES**, high and low alarms, controls, regulators, governors, valves, Northern Equipment Div., Continental Foundry & Machine Co.  
**COPR-TUBE**, copper tube fittings, Dresser Mfg. Div., Dresser Industries, Inc.  
**CORONET**, 72-pound drycleaning unit, Detrex Corp.  
**CORRUFLEX**, expansion joint, American District Steel Co., Inc.  
**COTTAGE**, steel direct-fired water heater, oil-gas, Kewanee Boiler Corp.  
**COTTONBLOSSOM**, laundry textiles, Southern Mills, Inc.  
**COUNTERBOY**, carton and package taping machine, Better Packages, Inc.  
**COUNTERFLOW**, automatic 10-washer counter-flow laundering unit, International Laundry Equipment Div., Kurt Orban Co., Inc.  
**COV-EEZ**, garment hanger shields, Larton Products Co., Inc.  
**COVERDUX**, ironer covering, Tingle, Brown & Co.  
**COX OF ENGLAND**, manual steam-water mixers, O'Brien Steam Specialty Co., Inc.  
**CRAMER**, timers, R. W. Cramer & Co., Inc.  
**CRANE**, pluming fixture, Crane Co.  
**CRAVENETTE**, water repellent, Cravenette Co., U. S. A.  
**CREAM FINISH**, starch lubricant, Lewis National Corp.  
**CRESCENT**, belt fasteners, plates, rivets, rivet extractors, Crescent Belt Fastener Co.  
**CRESCENT**, laundry chemical specialty items, Hood Chemical Co., Inc., Crescent Div.  
**CRESCENT**, try-cocks, Wright-Austin Co.  
**CRESTEX**, sour, Hood Chemical Co., Inc., Crescent Div.  
**CRISRACKS**, clothes racks, E. L. Chrisman Co., Inc.  
**CROSBY**, gauges, valves, Crosby Steam Gauge & Valve Co.  
**CROWN**, electric-steam irons, steam generators, electric irons, Crown Mfg. Co.  
**CROWN**, laundry nets, Davis Mills Inc.  
**CRUCIBLE**, stainless steel laundry equipment, Crucible Steel Co. of America  
**CRUSADER**, nets, cover cloth, double-face flannel, cover duck, Egan Cotton Mills  
**CRYSTALITE**, fluorescent lighting, Crystalite Co., Inc.  
**CRYSTAL VICTOR**, laundry starch, Keever Starch Co.  
**CRYSTAMET**, sodium metasilicate, Cowles Chemical Co.  
**CUB JR.**, steam trap, Wright-Austin Co.  
**CUFF BRUSHER**, rotary cuff cleaner, Excelsior Machinery Co.  
**CUFF TACKER**, sewing machine, Chandler Machine Co.  
**CULLIGAN**, water softening and conditioning equipment, Culligan Zeolite Co.  
**CUMMINGS-LANDAU**, laundry equipment, Cummings-Landau Laundry Machinery Co., Inc.  
**CURRY**, feed ribbons, J. W. Curry Co.

**CUSTOM**, electric steam generators, Custom Engineering Co.  
**CUSTOM**, shoulder finisher and shaper, Hopkins Equipment Co.  
**CUSTOM-AIR**, large building heating and cooling equipment, Trane Co.  
**CUTLER-HAMMER**, electrical equipment, motor control, Cutler-Hammer, Inc.  
**CYANEGG**, sodium cyanide, E. I. du Pont de Nemours & Co., Inc.  
**CYCLO**, heavy prespotter, R. R. Street & Co., Inc.  
**CYCLONE**, exhaust head, Wright-Austin Co.  
**CYCLONE**, hand power hoist, Chisholm-Moore Hoist Corp.  
**CYCLONE**, washer, Henrici Laundry Machinery Co.  
**CYCLONE CONVEYORS**, pneumatic conveyors, Eastern Cyclone Conveyor System, Inc.  
**CYCLOPS**, needle bearing, Roller Bearing Co. of America  
**CYCLOTHERM STEAM GENERATORS**, package type boiler, automatic oil or gas fired, Cyclotherm Div., U. S. Radiator Corp.  
**CYLON**, wetcleaning detergent, Patek & Co.

## D

**DSKL**, concentrated liquid stripper and reducing agent, Carman & Co., Inc.  
**DA-CO**, chemicals, cleaners, Davis-Weil Mfg. Co.  
**DAHLBERG**, speed-rail conveyors, Dahlberg Machinery Co.  
**DAILY DELIVERY**, marking tags, Pittsburgh Tag Co.  
**DAINTEX**, wetting agent, Hercules Powder Co.  
**DAMASCITE**, ferrous-base machine parts, Amplex Div., Chrysler Corp.  
**DAMIT**, pipe joint compound, Quigley Co., Inc.  
**DAMP-COAT**, enamel, Willour & Williams Co.  
**DAMP-TEX**, enamel, Steelcote Mfg. Co.  
**DANA**, dyeing process for garments, leather and rugs, Commercial Dye Works  
**DANDUX**, canvas baskets, hampers, bags, trucks, C. R. Daniels, Inc.  
**DAFEX**, mothproofing compound, Davison Chemical Co.  
**DARCO**, activated carbon, Darco Dept. (Atlas Powder Co.)  
**DARNELL**, wheels, casters, Darnell Corp.  
**DATERETTE**, dating machine, American Numbering Machine Co.  
**DAVIS**, controls, regulators, valves, Davis Regulator Co.  
**DAVIS**, first-aid and emergency equipment, Davis Emergency Equipment Co., Inc.  
**DAVIS**, press plates, flexible metal hose, Davis Specialties, Inc.  
**DAVIS**, shirt unit, Prosperity Co., Inc.  
**DAVIS NETS**, laundry nets, Davis Mills Inc.  
**DAVIS OVERALL TAG**, brass permanent marker, Keyes-Davis Co.  
**DAVIS TAG**, permanent overall marker, Keyes-Davis Co.  
**DAVIS Z**, laundry net, Davis Mills Inc.  
**DAVOTEX**, leather cleaning and redyeing, C. O. D. Cleaning & Dyeing Co.  
**DAY-SOL**, chlorinated solvent drycleaning soap, Davies-Young Soap Co.  
**DC FILTROL**, adsorbent filter powder, Filtrol Corp.  
**DEAN HILL**, centrifugal industrial power pumps, steam turbine, Dean Hill Pump Co.  
**DECAL**, water softener, Washine National Sands, Inc.  
**DECALCOMANIA**, truck lettering, pictorials, nameplates, window signs and valances, Meyer-Cord Co.  
**DEEP ROCK**, naphthas, petroleum solvents, Big Ben Petroleum Products Co.  
**DEFENDER**, regulators, recording instruments, Defender Instrument & Regulator Co.  
**DEFLOC**, laundry detergent, Cowles Chemical Co.  
**DEHYDRATINE 2A**, water repellent, A. C. Horn Co., Inc.  
**DELIBLE**, dissolves indelibles, Warco Laboratories  
**DE-LIMER**, lime solvent, E. F. Drew & Co., Inc.  
**DELIV-ALL**, delivery truck, Marmon-Herrington Co., Inc.  
**DELUXE**, sizing, Huron Milling Co.  
**DE LUXE**, uniforms, Shane Uniform Co., Inc.  
**DE LUXE STRING**, cord, Milwaukee Printed String Co.  
**DEMING**, pumps, Deming Co.  
**DEMOTHOL**, mothproofing solution, Signal Chemical Mfg. Co.  
**DENOMINATOR**, tabulating machines, Denominator Company, Inc.  
**DEODOR**, deodorant, Patek & Co.  
**DESOIL**, break powder, Cowles Chemical Co.  
**DESTAINER**, penetrating soap, A. L. Wilson Chemical Co.  
**D'ESTE**, automatic regulating valves, strainers, etc., D'Este Div., Kaye & MacDonald, Inc.  
**DETECTO**, scales, Detecto Scales, Inc.  
**DETERSYN**, detergent for use with chlorinated solvents, Riverside Mfg. Co.  
**DETEX**, watchmen's clocks, Detex Watchclock Corp.

**DETRER**, drycleaning equipment, solvent still, Detrex Corp.  
**DETROIT**, belt lacers, belt cutters, Detroit Belt Lacer Co.  
**DETROIT**, valves, W. M. Chace Co.  
**DEVIRE SPEEDUX DIPMASTER**, water-repellent dip tank, Devere Co.  
**DEVILBISS**, compressors, spray guns, hose, DeVilbiss Co.  
**DEXTER**, valve reseating machine, Leavitt Machine Co.  
**D-FLOX**, laundry detergent, Essential Chemicals Co.  
**DIAL**, miniature bar soap, Armour & Co.  
**DIAL-O-TIME**, laundry formula timer, Norman Control Co.  
**DIAMO**, stripper, stain remover, Lewis National Corp.  
**DIAMOND**, ball, revolving and swing joints, Diamond Metal Products Co.  
**DIAMOND**, chains, couplings, Diamond Chain Co., Inc.  
**DIAMOND**, laundry chemicals, Diamond Alkali Co.  
**DIAMOND**, water-treatment compounds, Oshkosh Filter & Softener Co.  
**DIAMOND BLUE**, laundry bluing, Diamond Alkali Co.  
**DIAMOND DRYCLEANER**, chlorinated cleaning solvent, Diamond Alkali Co.  
**DIAMOND O & W COMPOUND**, detergent, Diamond Alkali Co.  
**DIAMOND T**, motor trucks, Diamond T Motor Car Co.  
**DI-AQUA**, anionic wetting agent, Diamond Alkali Co.  
**DIASAN**, diaper sanitizer, H. Kohnstamm & Co., Inc.  
**DIAZOCEL**, for dyeing Celanese and acetate silks, American Aniline Products, Inc.  
**DIAZYME**, enzymic digester, Jacques Wolf & Co.  
**DICALITE**, anti-static filter powder, Dicalite Div., Great Lakes Carbon Corp.  
**DICALITE 7**, filter powder, Dicalite Div., Great Lakes Carbon Corp.  
**DICALITE SPEEDPLUS**, straight diatomaceous filter powder, Dicalite Div., Great Lakes Carbon Corp.  
**DICALITE SWEETEX**, sweetener, filter powder, Dicalite Div., Great Lakes Carbon Corp.  
**DIEM**, electric motors, fans, Diehl Manufacturing Co., Div. Singer Mfg. Co.  
**DI/EN**, digester, John P. Lynch Co.  
**DIGESTALL**, digestive agents, Package Chemical Co., Inc.  
**DIGESTENE**, enzymatic digestive agent, Starr Soap & Chemical Co., Inc.  
**DIGESTIT**, enzymic digester, Riverside Mfg. Co.  
**DIGEST-O-MATIC**, bath tank, Hopkins Equipment Co.  
**DIOXY**, drycleaning spotters, chemicals, Preston T. Rhodes  
**DIPMASTER**, water-repellent dip tank, Devere Co.  
**DIP-O-MATIC**, water-repellent dip tank, Hopkins Equipment Co.  
**DISAPPEAR**, spotting compound, Fry Bros. Co.  
**DISCOVERY**, handkerchief buffer, Huebisch Div., American Laundry Machinery Co.  
**DISPERSO**, silk and wool drycleaning soap, Spix Products Co.  
**DIS-PER-SOL**, break powder, Thompson-Hayward Chemical Co.  
**DISPLAY-IT**, shirt display cases, Time Savers, Inc.  
**DISTILLENE**, drycleaning soap, Keystone Aniline & Chemical Co., Inc.  
**DIVCO**, delivery vehicles, Divco Corp.  
**DIX-E-HOLD**, hangers, Marion Mfg. Co.  
**DIXIE**, aprons, Minnesota Chemical Co.  
**DIXIE**, laundry nets, Southern Mills, Inc.  
**DIXIE**, tags, tapes, trouser guards, collar supports, Dixie Hanger Co.  
**DIXO**, detergents, drycleaning soaps, grease, oil and paint removers, wetcleaning soap, Dixo Co.  
**DIXON STEAM KING**, Scotch marine boiler, Dixon Boiler Works  
**DIXON WATERWALL**, Scotch marine boiler, Dixon Boiler Works  
**DIZOLV-IT**, oil remover, Kliegman Bros., Inc.  
**DOBBY**, mothproofing concentrate, Jay-Dee, Inc., Mfg. Chemists  
**DOCTOR BOILER**, boiler water treatment compound, Doctor Boiler, Inc.  
**DODGE JOB-RATED TRUCKS**, motor trucks, Dodge Div., Chrysler Corp.  
**DOG TEX**, treatment for cat and dog stains, Hild Floor Machine Co.  
**DORAN**, hat machinery, Hatters Supply House, Inc.  
**DOUBLE CHECK**, zeolite water softener, Elgin Softener Corp.  
**DOUBLE DUTY SOUR**, sour and blue combination, Diamond Alkali Co.  
**DOUBLE-VALVE**, blanket brusher, American Laundry Machinery Co.  
**DOUBLEWEAR**, apron duck, cover cloth, nets, Lewis National Corp.  
**DOUGLAS**, corn starch, thin boiling starch, Penick & Ford Ltd., Inc.  
**DOVER DYPERCAN**, deodorized diaper container, Dover Stamping Co.  
**DOWCLEN**, synthetic cleaning solvent, Dow Chemical Co.  
**DOWFUME**, fumigant, Dow Chemical Co.  
**DOW-FER**, synthetic solvent, perchlorethylene, Dow Chemical Co.  
**DRAIN-DRI**, cellar drainers, Yeomans Bros. Co.

## TRADE NAMES

**DRAIN PEP**, drain pipe solvent, Radiator Specialty Co.  
**DRAINTROL**, condensation drainage device, Fred H. Schaub Engineering Co., Inc.  
**DRAVO COUNTERFLO**, heater, Dravo Corp.  
**DRAX**, water repellents, S. C. Johnson & Sons, Inc.  
**DRES'N'SPORT**, dress and sport shirt folding machine, G. H. Bishop Co.  
**DRESSER**, clamps, couplings, fittings, Dresser Mfg. Div., Dresser Industries, Inc.  
**DRESSMASTER**, steam-air garment finisher, Hopkins Equipment Co.  
**DREST**, paste type leather finisher, Caled Products Co., Inc.  
**DREW**, ironer oil, E. F. Drew & Co., Inc.  
**DREW 90 PLUS POWDER**, soap plus medium pH alkali builder and water conditioner, E. F. Drew & Co., Inc.  
**DREX-KLEEN**, carbon tetrachloride solvent, Drex Corp.  
**DRI-BORD**, steam-heated press boards, Kisco Boiler & Engineering Co.  
**DRI-BRITE GLOSS**, fur luster, Nycco Products Co.  
**DRICO**, air cleaners, filters, separators, strainers, Drico Industrial Corp.  
**DRIEX**, water-soluble water repellent, Keystone Aniline & Chemical Co., Inc.  
**DRI-FLO DIPIT**, indelible laundry and dry-cleaning marking set, Dri-Flo Mfg. Co.  
**DRI-FOAM**, rug and furniture shampoo, Crossland Mfg. Co., Inc.  
**DRI-HAND**, dampener and moisture regulator, I. W. Steele & Co.  
**DRI-RINSE**, drycleaners' sour, Johnson Chemical Industries, Inc.  
**DRISEAL**, shirt bands, Driseal Co.  
**DRI-SHEEN**, alkaline detergent, Adco, Inc.  
**DRI-SHEEN PROCESS**, charged system method of cleaning, Adco, Inc.  
**DRISIZE**, synthetic resin sizing for use in petroleum solvent, Eaton Chemical & Dyestuff Co.  
**DRI-STEAM**, air cleaners, filters, separators, strainers, valves, Drico Industrial Corp.  
**DRISYN**, detergent cleaning soap, E. F. Drew & Co., Inc.  
**DRI-TEX**, detergents, Spix Products Co.  
**DRITHERM**, infra-red heat lamps, North American Electric Lamp Co.  
**DRI-TOP**, ironing board, G. H. Bishop Co.  
**DRI-TRI**, anhydrous trisodium, A. R. Maas Chemical Co., Div. Victor Chemical Works  
**DRUCLOR**, powdered hypochlorite bleach, E. F. Drew & Co., Inc.  
**DRUM MASTER**, fur cleaning drum, Walter Haertel Co.  
**DRUMMOND**, soaps, oils, detergents, Standard Soap Co. of Canada  
**DRUSOAP H**, high-titer neutral soap, E. F. Drew & Co., Inc.  
**DRUSOAP P**, high-titer 98% neutral soap, E. F. Drew & Co., Inc.  
**DRUZOL**, heavy-duty detergent, E. F. Drew & Co., Inc.  
**DRY BRIGHT**, liquid wax for floors, Riverside Chemical Co.  
**DRY CHEMICAL**, fire extinguishers, American-La France-Foamite Corp.  
**DRYCLEAN**, spot remover, E. I. du Pont de Nemours & Co., Inc.  
**DRYCO**, spotting units, finishing equipment and steam condensers, Dryco Corp.  
**DRYCOMATIC**, steam-electric iron, Dryco Corp.  
**DRYCON-CARCO**, intensified drycleaning detergent, Carman & Co., Inc.  
**DRY MASTER**, clothes tumbler, National Dryer Mfg. Co.  
**DRYMASTER**, drying cabinets, Hopkins Equipment Co.  
**DRY-O-MATIC**, signal and alarm control for tumblers, Rosenthal Mfg. Co.  
**DRY-O-WET**, spot remover, Slater-Robbins Co., Inc.  
**DRYSET**, vacuum systems, Lamson Corp., Blower Div.  
**DRY-SOPE**, drycleaning soap, Murphy Sales Co.  
**DUAL**, steam traps, American District Steam Co., Inc.  
**DUALCRAFT**, press pads, Padcraft Corp.  
**DUAL-DUTY TAG-O-ELECTRIC**, tag-marking and attaching machine, Textile Marking Machine Co., Inc.  
**DUMBLECOTE MULTI-SHINGLES**, asphalt roofing shingles, Barrett Div., Allied Chemical & Dye Corp.  
**DUBLIFE**, replacements for collars, cuffs, neckbands and trouser pockets, Dublife Collar Co.  
**DUCO**, finishes, E. I. du Pont de Nemours & Co., Inc.  
**DUFFEL**, laundry nets, Southern Mills, Inc.  
**DUKE**, trouser guards, suit, dress and drape hangers, Memphis Hanger Co. and Pittsburgh Hanger Co.  
**DULUX**, finishes, E. I. du Pont de Nemours & Co., Inc.  
**DUNAWAY**, spot removers, digesters, H. D. Dunaway & Co.  
**DUO**, ironer, Zephyr Laundry Machinery Co.  
**DUODEX**, carpet antiseptic, Carman & Co., Inc.  
**DUO-TEX CONC**, drycleaning soap, Keystone Aniline & Chemical Co., Inc.  
**DUPLEX**, collar supports, Time Savers, Inc.  
**DUPLEX**, vacuum cleaner, General Electric Co.  
**DUPLEX-SLEEVE**, expansion joint, American District Steam Co., Inc.  
**DURABILT**, automatic folding electric iron, Waring Products Corp.

**DURABILT**, laundry and drycleaning washer, Gardner Machinery Corp.  
**DURABLE**, fiber boxes and shipping cases, Durable Fibre Sample Case Co.  
**DURABLE**, wire pressboard for velvet and nap fabric materials, American Pressboard Co.  
**DURACAL**, covers and padding combinations, Patek & Co.  
**DURAFLEX**, stokers, Canton Stoker Corp.  
**DURO**, blow-off valve, Lunkenheimer Co.  
**DURO**, press covers, R. Lally Co.  
**DUROHIL**, fiber sheet packing, Raybestos-Manhattan, Inc.  
**DUROTEX**, press covers, R. Lally Co.  
**DUST-PROOF**, sweeping compound for floors, Riverside Chemical Co.  
**DUST STOP**, air filters, Owens-Corning Fiberglas Corp.  
**DUTCH-MILL**, diaper and diaper can deodorants, Van Chemical Co.  
**DU-TEX**, stain remover, Warco Laboratories  
**DUTTON**, boilers, pumps, Hapman-Dutton Co., Dutton Boiler Div.  
**DUX COTE**, water repellent, Eaton Chemical & Dyestuff Co.  
**DUX-IT**, solvent-soluble water repellent, Keystone Aniline & Chemical Co., Inc.  
**DWYER**, gauges, indicators, meters, F. W. Dwyer Mfg. Co.  
**DYCO-SIZE**, garment retexturing compound, Davies-Young Soap Co.  
**DYDROSITE**, stripping agent, Nu-Pro Mfg. Co.  
**DYE PADS**, pads for "spot dyeing," Caled Products Co., Inc.  
**DYNAMATIC**, open-end washer, Hammond Laundry-Cleaning Machinery Co.  
**DYNAMIC DUMPER**, unloading washer, Miller Laundry Machinery Co.  
**DYNSOPE**, concentrate, drycleaning filter soap with antiseptic and mothproofing, A. F. Wolke Co.  
**DY-100**, liquid drycleaning soap, Davies-Young Soap Co.  
**DYPERCAN**, sanitary diaper cans, Dover Stamping Co.  
**DYSCO**, wetcleaning silk and wool soap, Davies-Young Soap Co.  
**DYSOLVO**, soap, Davies-Young Soap Co.  
**DY-SULPH**, synthetic wetcleaner, Davies-Young Soap Co.  
**DYTEX RUSTERASER**, rust remover, Dytex Chemical Co.

## E

**EFTT**, electric power fork truck, Lewis Shepard Products, Inc.  
**EASTON**, woven cotton belting, Victor Balata & Textile Belting Co.  
**EASY-ON**, wood strut hanger, Nagel Coat Hanger Co.  
**EASY PRESS**, manually operated drycleaning press, Goldman Pressing Machine Corp.  
**ECCO**, blues, ironer oil, spot removers, repellents, prepsorters, tints, soaps, Eaton Chemical & Dyestuff Co.  
**ECCODUX**, water repellent, Eaton Chemical & Dyestuff Co.  
**ECCOFORM**, spot remover, Eaton Chemical & Dyestuff Co.  
**ECCO KOBO**, odor neutralizer, Eaton Chemical & Dyestuff Co.  
**ECCOSIZE**, textile finish, Eaton Chemical & Dyestuff Co.  
**ECLIPSE PIONEER**, flexible metal hose, Eclipse Pioneer Div., Bendix Aviation Corp.  
**ECO**, hand cream, Davis Emergency Equipment Co., Inc.  
**ECO**, watchmen's clocks, Detex Watchclock Corp.  
**ECONO**, drycleaning soap, Package Chemical Co., Inc.  
**ECONO**, sour, Diamond Alkali Co.  
**ECONO**, synthetic solvent drycleaning unit, Vic Cleaning Machine Co.  
**ECONO-CAL**, drycleaning detergents, Caled Products Co., Inc.  
**ECONOFEE**, boiler feed pump and condensate return system, Hapman-Dutton Co., Dutton Boiler Div.  
**ECONOMASTER**, boiler, Hapman-Dutton Co., Dutton Boiler Div.  
**ECONO-MATIC**, drycleaning unit, Prosperity Co., Inc.  
**ECONOMIC**, boilers, Erie City Iron Works  
**ECONOMIST**, boiler, Hapman-Dutton Co., Dutton Boiler Div.  
**ECONOMITE REGISTERS**, autographic registers, Autographic Register Co.  
**ECONOMIZER**, boiler, Hapman-Dutton Co., Dutton Boiler Div.  
**ECONO-MOISTLESS**, paper bands, Economy Tablet & Paper Co.  
**ECONOMY**, drycleaner's bag, Diem & Wing Paper Co.  
**ECONOMY**, hanger bar covers, Phoenix Products Co.  
**ECONOMY**, hanger forming machine, Economy Hanger Machine & Equipment Co.  
**ECONOMY**, marking pins, Keyes-Davis Co.  
**ECONOMY**, sour, Superior Products Co.  
**ECONOMY**, tumblers, drycleaning units, U. S. Hoffman Machinery Corp.  
**ECONOMY MODEL PARIS**, steam-air garment finisher, Garment Finishing Equipment Corp.

**ECONO-PAK**, small order register, Econo-Pak Register Co.  
**ECONO-SCOOP**, steel weighing hand scoop, Benco Co.  
**ECONOTHERM**, steam boilers, Hapman-Dutton Co., Dutton Boiler Div.  
**ECON-O-VEYOR**, laundry conveyors, Shuler Conveyors, Inc.  
**ECON-O-ZYME**, digestive agents, A. Goodman & Co.  
**EFELD**, finishing equipment, Draper-eze Equipment Co.  
**EGAN**, ironer and press padding, feed ribbons, Egan Cotton Mills  
**EGRY ELITE**, register, business system, Egr Register Co.  
**1838**, marking ink, liquid laundry blue, Eaton Chemical & Dyestuff Co.  
**888**, strong soap formula, R. R. Street & Co., Inc.  
**ELAINE**, red oil (oleic acid), Emery Industries, Inc.  
**ELASTIGUM**, roof cement, roof coating, Barrett Div., Allied Chemical & Dye Corp.  
**ELCCO**, garment press, steam puffer, spotting and finishing machine, E. L. Chrisman Co., Div. Fleetwood-Airflow, Inc.  
**ELCONITE**, standard greensand zeolite, Elgin Softener Corp.  
**ELDURITE**, synthetic zeolite, Elgin Softener Corp.  
**ELECTRO**, water conditioner, Stomac Engineering Co., Inc.  
**ELECTROLENE**, drycleaning washers, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
**ELECTROFLUID**, motorized hydraulic drive, Link-Belt Co.  
**ELECTRO LIFT HOISTS**, hoists, Electro Lift, Inc.  
**ELECTROMANUAL**, washer, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
**ELECTROMATIC**, washer, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
**ELECTRO-MEND**, mending machines and tabs, Simmons Machine Co.  
**ELECTRO NEUTRALIZER**, water-conditioning apparatus for steam boilers, Electro Chemical Engineering Co., Inc.  
**ELECTRUNITE**, stainless steel tubing, Republic Steel Corp.  
**ELGIN**, water softening and conditioning equipment and chemicals, water filters, Elgin Softener Corp.  
**ELITE**, ironer covercloth, Tingle, Brown & Co.  
**ELITE TRU-PAK**, autographic register, Egr Register Co.  
**ELLIS**, laundry machinery, Ellis Drier Co.  
**ELMO**, stripper, A. L. Wilson Chemical Co.  
**EMANA**, sewing, mending machine, Mark-O Corp.  
**EMERALD**, felt, flannel, Pittsburgh Waterproof Co.  
**EMERSOL**, stearic acid, Emery Industries, Inc.  
**EMPIRE**, firebrick, A. F. Green Fire Brick Co.  
**EMPIRE**, steam traps, American District Steam Co., Inc.  
**EMRENE, O.D.**, concentrate for petroleum drycleaning, Wonder Wash Corp.  
**EMRENE WET SIZE**, resist for wetcleaned garments, Wonder Wash Corp.  
**EMULSIVE**, wheat starch, Keever Starch Co.  
**ENCO**, gas-oil burners, baffles for boilers, Fuel Oil Feed Engineer Co.  
**ENDOR**, steam tumbler, Hammond Laundry-Cleaning Machinery Co.  
**ENDURO**, coil-spring press pad, Zeidler Mfg. Co.  
**ENDURO**, laundry detergents, chemicals, Aurora Manufacturing Co.  
**ENDURO**, stainless steel, Republic Steel Corp.  
**ENERGETIC**, wetcleaning synthetic detergent, Armour & Co.  
**ENGINEAIR**, compressor, Westinghouse Air Brake Co. Industrial Products Div.  
**ENZ-O-SAN**, powdered digester, Huntington Laboratories, Inc.  
**ENZYMERSE**, enzymic digester, George E. Mead Co.  
**ERADOL**, ink remover, A. L. Wilson Chemical Co.  
**ERADOL**, color stripper, National Cleaners Chemical Co.  
**ERASINE**, ink remover, Lewis National Corp.  
**ERIE CITY**, boilers, underfeed stokers, Erie City Iron Works  
**ERIFON**, flame retardant, E. I. du Pont de Nemours & Co., Inc.  
**ERMCO**, rug conveyor and equipment, American Laundry Machinery Co.  
**ERMINE**, starch, Washine National Sands, Inc.  
**ERUSTICATOR**, rust stain remover, Pennsylvania Salt Mfg. Co.  
**ERUSTO**, spot and stain remover, dry and wet-cleaning soaps, laundry sour, Pennsylvania Salt Mfg. Co.  
**ERUSTO-CETIC**, sour for wetcleaning, Pennsylvania Salt Mfg. Co.  
**ERUSTOCIDE**, laundry sour, Pennsylvania Salt Mfg. Co.  
**ERUSTO DDT EMULSION**, insecticide, Pennsylvania Salt Mfg. Co.  
**ERUSTO ENERGEX**, drycleaning products, Pennsylvania Salt Mfg. Co.  
**ERUSTOLIN**, laundry sour, Pennsylvania Salt Mfg. Co.  
**ERUSTO LIQUID-BLUE**, laundry blue, Pennsylvania Salt Mfg. Co.  
**ERUSTO-MAX**, laundry sour, Pennsylvania Salt Mfg. Co.  
**ERUSTO-RAY**, laundry sour, Pennsylvania Salt Mfg. Co.

ERUSTO SALTS, laundry sour, Pennsylvania Salt Mfg. Co.  
 ERUSTOSOL, laundry sour, Pennsylvania Salt Mfg. Co.  
 ESCO, high pH soap builder, Cowles Chemical Co.  
 ESCOFOS, soap regenerator, Cowles Chemical Co.  
 ESCOLITE, medium pH soap builder, Cowles Chemical Co.  
 ESCOLLOID, medium pH soap builder, Cowles Chemical Co.  
 ESCOL 77, high pH soap builder, Cowles Chemical Co.  
 ESCOMO, liquid blue, Cowles Chemical Co.  
 ESCO-SAVON, hot-water soap (east of Rockies only), Cowles Chemical Co.  
 ESPECCO, solvent, starches, Superior Products Co.  
 ESSO BOND, air-setting, high-temperature cement, Ramtite Co.  
 ETENITH, asbestos-cement sheets for roofs and side-walls, Huberud Co.  
 ETHRO, rug and carpet shampoo, North Coast Chemical & Soap Works  
 ETERNIUM, pitch base paint, Barrett Div., Allied Chemical & Dye Corp.  
 EULANS, mothproofing agents, General Dyestuff Corp.  
 EURECO, ventilating system, Eure & Co.  
 EUREKA, belt dressing, Standard Oil Co.  
 EUREKA, marking pins, Keyes-Davis Co.  
 EUREKA, wetcleaning laundry powder, North Coast Chemical & Soap Works  
 EVALPAK, valve packing, Edward Valves, Inc., Subsidiary Rockwell Mfg. Co.  
 EVALTHRUST, valve bushings, Edward Valves, Inc., Subsidiary Rockwell Mfg. Co.  
 EVERDUR, copper silicon alloy, American Brass Co., American Metal Hose Branch  
 EVERLASTIC, roofing, Barrett Div., Allied Chemical & Dye Corp.  
 EVERLASTING, valves, Everlasting Valve Co.  
 EVER-LITE, lighting fixtures, Ever-Lite Co.  
 EVER MOIST, dampening device, Time Savers, Inc.  
 EVER-MOIST, nylon containers, F. H. Bonn Co.  
 EVERREADY, hat and garment boxes, Automatic Paper Box Corp.  
 EVERWEAR, double-face padding, Tinguet, Brown & Co.  
 EVRYTTE, steel valves, Strong, Carlisle & Hammond Co.  
 EWART, detachable link belt chains, Link-Belt Co.  
 EWING PONY, wood pony laundry washer, R. Ewing & Sons, Inc.  
 EXACTO, pre-numbered marking tags, hanger racks, loop assembly hooks, clips, belt wheel, rack dividers, Perfection Products Co. & Identification, Inc.  
 EXCEL, paint and grease spotter, Murphy Sales Co.  
 EXCELAL, starch finish, Eaton Chemical & Dyestuff Co.  
 EXCELL-O, cellophane tying ribbon, Freyberg Bros.-Strauss, Inc.  
 EXCELSIOR, batters' and steam spotting, finishing equipment, Excelsior Machinery Co.  
 EXHAUSTEAM, steam purifier, Morehead Manufacturing Co.  
 EXIDE, storage batteries, Electric Storage Battery Co.  
 EXIDUST, industrial vacuum cleaners, Lamson Corp., Blower Div.  
 EXPANDO, collar supports, Time Savers, Inc.  
 EXPESOL, pneumatic sewage ejector, Yeomans Bros. Co.  
 EXPRESS-LINE, conveyors, B & G Machinery Co., Inc.  
 EXSIZE-T, starch-removing desizing agent, Fabst Sales Co.  
 EX-SOIL-O, drycleaning soap, Davies-Young Soap Co.  
 EXTRACTETTE, extractor, Cook Machinery Sales Co.  
 EXTRACTING WASHER, washing and extraction in one operation, Butler Mfg. Co.  
 EXTRA SOLUBLE COLORFIXE, sours, H. Kohnstamm & Co., Inc.  
 EXZYME, enzymic spotting agent, Fabst Sales Co.  
 F-Z IRON, finishing-board pads, Fullo Corp.  
 EZ-OFF, metal cleaner, Boston Clip & Tag Co.  
 E-Z SQUEEZE, water spray gun, Dryco Corp.  
 EZY, drycleaning press, Prosperity Co., Inc.  
 EZY-KLEEN, strainers for pumps and pipelines, Blackmer Pump Co.

## F

F.B., loose-leaf holders, Speed Products Co., Inc.  
 F.B.C., drycleaning detergent, Fry Bros. Co.  
 F & E, underfeed stokers, Flynn & Emrich Co.  
 FF, tickings, Freund, Freund & Co.  
 FABRICARE, drycleaning finishing equipment, Dryco Corp.  
 FABRICHEAD, puff irons, Excelsior Machinery Co.  
 FABRI CLENE, drycleaning detergents, Lincoln Research, Inc.  
 FABRICOL, drycleaning soap, R. R. Street & Co., Inc.  
 FABRIC-RENEWING, press plates, Davis Specialties, Inc.

FABRI FIN, fabric conditioner, Lincoln Research, Inc.  
 FABRI LUBE, stain sealer, Lincoln Research, Inc.  
 FABRI PELS, water repellents, Lincoln Research, Inc.  
 FABRI SIZES, dry and wet sizings, Lincoln Research, Inc.  
 FABRIET, heat-sealing mending tape, Madison Products Co.  
 FABTEX, water repellent, Merson Products Co.  
 FAB-TEX, water repellent, Spix Products Co.  
 FAIRBANKS, valves, trucks, casters, wheels, Fairbanks Co.  
 FAIRBANKS-MORSE, pumps, motors, engines, stokers, Fairbanks Morse & Co.  
 FAMILY WORK STARCH, laundry starch, Keefer Starch Co.  
 FAMOUS 50, hand numbering machine, Roberts Numbering Machine Co.  
 FAN-PAC, packaged ventilation, DeBothezat Fans Div., American Machine & Metals, Inc.  
 FANTOM-FAST, invisible identification system, National Marking Machine Co.  
 FASEL, prespotter, Package Chemical Co.  
 FASTEX, spot remover, Starr Soap & Chemical Co., Inc.  
 FASTOGENE, textile finishes and assistants, American Aniline Products, Inc.  
 FAWR, accessory equipment, Fawr, Inc.  
 FEATHER, air compressor valves, Worthington Pump & Machinery Corp.  
 FED TEX, industrial wiping towels, Federal Textile Corp.  
 FELAN, durable water-repellent finish, E. I. du Pont de Nemours & Co., Inc.  
 FEND, protective hand cream, Mine Safety Appliances Co.  
 FENT-ONAMEL, labels, Fenton Label Co.  
 FERA-FLOW, non-slip paint, American Abrasive Metals Co.  
 FERRENEWO, angle check and globe valves, Lunkenheimer Co.  
 FERROSAND, iron-removal filters, Hungerford & Terry, Inc.  
 FERROX, non-slip flooring composition, American Abrasive Metals Co.  
 FIBERGLAS, spun glass yarn for fabrics and insulating, Owens-Corning Fiberglas Corp.  
 FIBEROLIS, for use with marking machines, Textile Marking Machine Co., Inc.  
 FIELD, draft controls, Conco Engineering Works, Div. H. D. Conkey & Co.  
 FIELDEN, liquid level control instrument, Fielden Instrument Corp.  
 50-FOLD, concentrated drycleaning soap, National Cleaners Chemical Mfg. Co.  
 FILPRO, vacuum still, U. S. Hoffman Machinery Corp.  
 FILTERMASTER, solvent filter, Hopkins Equipment Co.  
 FILTER-SOL, liquid drycleaning soap, Davies-Young Soap Co.  
 FILTERTIL, filters, Martin Equipment Co., Div. American Laundry Machinery Co.  
 FILTROL DC, adsorbent filter aid, Filtril Corp.  
 FILTROLENE, synthetic drycleaning soap, Slater-Robbins Co., Inc.  
 FILTRON, electronic filter, U. S. Hoffman Machinery Corp.  
 FILTROSAN, drycleaning soap, Stoddard solvent, Slater-Robbins Co., Inc.  
 FILT-R-OUT, liquid drycleaning soap, Caled Products Co., Inc.  
 FINISH 21, dye fixer, Apex Chemical Co., Inc.  
 FINNELL, starch reclaimers, Lewis National Corp.  
 FIREBOX, coal, oil, gas stokers, high and low pressure, Kewanee Boiler Corp.  
 FIRE-CHEX, roofing shingles, Philip Carey Mfg. Co.  
 FIRECRETE, refractory cement, Johns-Manville  
 FIRETTE, asbestos furnace cement, Johns-Manville  
 FIREYE, safeguards, controls, Combustion Control Corp.  
 FIREFLY, asbestos pads, Firefly Asbestos Products Co.  
 FIRE GUARD, insulation, Philip Carey Mfg. Co.  
 FIRE GUN, fire extinguishers, American-La France-Foamite Corp.  
 FIT-ALL, sleeve forms, Davis Specialties, Inc.  
 FITTOLD, boiler return systems, U. S. Hoffman Machinery Corp.  
 5-L, laundry starch, Clinton Foods Inc.  
 FLAG-TAGS, special tags, Stry-Lenkoff & Co.  
 FLALON, nylon flannel for press pads, Burgess-Berliner Associates  
 FLAME CHEK, flameproofing agent, Chek Products, Inc.  
 FLAME PROOF WXW, flameproofing agent, Apex Chemical Co., Inc.  
 FLAMONEL, Monel press pads, Resilio Co.  
 FLAN-L-LESS, metal press pads, X. S. Smith, Inc.  
 FLASH-O-MATIC, marking machine, marking tags, Flash Fast Marker Co.  
 FLETCHER, extractor, Fletcher Works, Inc.  
 FLEXCO, belt fasteners, Flexible Steel Lacing Co.  
 FLEXFORM, garment shaper-drier, Tri-Pak Machinery Service, Inc.  
 FLEXIMATIC, linen folder, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
 FLEXITE, rubber buckets, dippers, funnels, B. F. Goodrich Co.  
 FLEXOL, starch, Washine National Sands, Inc.  
 FLEXOL DOP, plasticizer to soften hardened waterproof innerlinings, Eaton Chemical & Dyestuff Co.

FLEX V, belt fasteners, Flexible Steel Lacing Co.  
 FLINT CHIPS, neutral soaps, Armour & Co., Industrial Soap Div.  
 FLOATS OFF, liquid synthetic detergent, J. Holcomb Mfg. Co.  
 FLO-KLEAR, soap for charged systems, Pennsylvania Salt Mfg. Co.  
 FLOORKOTE, enamel, Tropical Paint & Oil Co.  
 FLOORMASTER, trucks, Lewis Shepard Products, Inc.  
 FLOOR-SAN, floor cleaning compound, Huntington Laboratories, Inc.  
 FLOOR-VEYOR, permanent installation power belt conveyor, Rapids-Standard Co., Inc.  
 FLO-VEYOR, batch type pneumatic conveyor, Brady Conveyors Corp.  
 FLOWRATER, solvent meter for filters, Fischer & Porter Co.  
 FLUFFED EDGE, padding cotton, Pittsburgh Waterproof Co.  
 FLUTEX, fabric conditioner, textile softeners, National Textile Chemical Co.  
 FLUORIUM, fluorescent fabric finish, Beach Soap Co.  
 FLUSH-KLEEN, sewage ejectors, Chicago Pump Co.  
 FLUTRON, ruffle ironer, Maxant Button & Supply Co.  
 FOAMANEL, sponge press pads, Resilio Co.  
 FOAM-ASBESTOS, foam rubber laminated drycleaning pad, Gustin-Kramer Co.  
 FOAMITE, fire extinguishers, American-La France-Foamite Corp.  
 FOAMSUDS, liquid coconut soap, E. F. Drew & Co., Inc.  
 FOLD-A-WAY, shirt baskets and trucks, Time Savers, Inc.  
 FOLD-KING, shirt-folding device, Time Savers, Inc.  
 FOLDMASTER, flatwork folder, American Laundry Machinery Co.  
 FOLDOMAT, portable small flatwork folding, stacking, counting machines, Pioneer Development Co.  
 FOLDRITE, flatwork folder, American Laundry Machinery Co.  
 FOLDRITE, shirt folding and finishing equipment, Time Savers, Inc.  
 FORCE-FLO, blast type conveyor with fan, Trane Co.  
 FORD, gasoline trucks and engines, Ford Div., Ford Motor Co.  
 FORMAIL, aniline dyes, American Aniline Products, Inc.  
 FORMATIC, automatic shirt folder, American Laundry Machinery Co.  
 FORMATIC, shirt unit and presses, American Laundry Machinery Co.  
 FORM-A-TIME CONTROL, washer timer, Van Chemical Co.  
 FORMATROL, CYCLE TIMER, automatic washer control, Prosperity Co., Inc.  
 FORM FIT, garment hangers, Pacific Coat Hanger Mfg. Co.  
 FORMFIT, shirt protectors, Sutherland Paper Co.  
 FORM-MASTER, payroll system, Todd Co., Inc.  
 FORM MASTER, portable forming machine, Walter Haertel Co.  
 FORM-RITE, collar shaper, Huebsch Div., American Laundry Machinery Co.  
 FORMULA CONTROLS, INC., formula control for washers, Formula Controls, Inc.  
 FORMULA E-23, concentrated detergent, Marshall Co.  
 FORMULA 177, synthetic soap powder, West Side Corp.  
 FORMULA S, built, powdered, low-titer soap, Swift & Co.  
 FORMULA 12, drycleaning soap, Package Chemical Co., Inc.  
 FORMULA W-51, ink remover, A. L. Wilson Chemical Co.  
 FORSE, presses, laundry and drycleaning equipment, Force Equipment Corp.  
 FOSKLOR, chlorinated sodium phosphate, Westvaco Chemical Div., Food Machinery & Chemical Corp.  
 FOSTER-STEPHENS, window posters, photo-truck-posters, sales promotion material, newspaper mats, Foster-Stephens, Inc.  
 FOUR-ACES, synthetic wetcleaner in powder form, National Cleaners Chemical Mfg. Co.  
 400, liquid drycleaner, Adco, Inc.  
 411, powdered synthetic detergent, Armour & Co.  
 FOUR STAR, wheat paste starch, Keefer Starch Co.  
 422, built anionic synthetic detergent, Armour & Co.  
 FOXBORO, indicating, recording, controlling instruments, Foxboro Co.  
 FRAC-TO-CRETE, castable refractory, Ramtite Co.  
 FRANKLIN'S, cement treatment, cleaners, polishes, waxes, wood seal, Franklin Research Co.  
 FRATEX, cotton pads, covers and flannels for drycleaning presses, Franklin Textile Mills  
 FRE-BIR-PAC, cloth counters, automatic towel and diaper counters, Fre-Bir-Pac, Inc.  
 FREE-VANE, air-operated controller, Bristol Co.  
 FREE-VANE, electric controller, Bristol Co.  
 FREMONT, rubber floor tile, mats, matting, Fremont Rubber Co.  
 FRESH-AIR MAKER, fans, blowers, Schwitzer-Cummins Co.  
 FREUND, tickings, Freund, Freund & Co., Inc.  
 FRIGIDAIRE, air conditioners, Frigidaire Div., General Motors Corp.



## TRADE NAMES

**FRINGE-IT**, fringe cleaner, Certified Chemical & Equipment Co.  
**FRONTIER BRAND**, specialties, Riverside Chemical Co.  
**FROST-PROOF**, pipe covering and blocks, Rubberoid Co.  
**FRUGAL**, soap, Minnesota Chemical Co.  
**FRYBRO**, black indelible marking ink, ironer oil, Fry Bros. Co.  
**FRYE**, dye dippers, E. B. Frye & Son  
**FRY'S SPECIAL**, clipper laced aprons, Fry Bros. Co.  
**F. S. RUBBER MARKERS**, colored identification markers, Skrandel Co.  
**FUEL-SAVER**, boilers, International Boiler Works Co.  
**FUL-FLO**, laundry nets and fabrics, Davis Mills Inc.  
**FULTON**, laundry nets, Southern Mills, Inc.  
**FULTON**, small-horsepower steam boilers, Fulton Boiler Works, Inc.  
**FUMF-FITE**, acid resisting enamel, Tropical Paint & Oil Co.  
**FUMOL**, mothproofing agent, Fumol Corp.  
**FUR-E-OIL**, re-oiling and softening agent for furs and leathers, Package Chemical Co., Inc.  
**FUR-LASTIC**, burned-fur softener, Harry Jay Treu, Inc.  
**FURMOST**, chart for estimating repairs and re-modeling of furs, Marnie Rothleder  
**FURNAS-CRETE**, castable refractory, Mexico Refractories Co.  
**FUR-RAY**, fur cleaner and reconditioner, Jay-Dee, Inc., Mfg. Chemists  
**FURTEX**, fur finishing equipment, Furtex, Inc.  
**FYB-FEEDER**, stokers, American Coal Burner Co.

**G**

**GFTT**, gas power fork truck, Lewis-Shepard Products, Inc.  
**G & G**, liquid or powdered stripper, bleacher, G & G Chemical Co.  
**GOP**, grease, oil and paint remover, Eaton Chemical & Dyestuff Co.  
**GABRIEL**, boilers, heat exchangers, pressure tanks, Gabriel Boiler & Fabrication Co.  
**GAELIC**, safety pins, A. Goodman & Co.  
**GALVANUM**, for galvanizing iron, Vita-Var Corp.  
**GARCO**, hangers, wire trouser guards, collar supports, Garment Hanger Co.  
**GARD**, combined flameproofing and mothproofing agent, U. S. Chemical Products Co.  
**GARDNER-DENVER**, air compressors, pumps, Gardner Denver Co.  
**GAS-HEAT**, recirculators, Kisco Boiler & Engineering Co.  
**GASWAY**, gas-heated flatwork ironers, Gasway Corp.  
**GATES**, heavy duty industrial V-belts, Gates Rubber Co.  
**GAUSCO**, valves, Golden-Anderson Valve Specialty Co.  
**GEARHART**, reweaving, weaving and hosiery mending needles, Columbia Needlework Supply Co., Gearhart Runner Knitter Co.  
**GEARLESS**, washers, Zephyr Laundry Machinery Co.  
**GEEP**, wet and dry spotter, Keystone Aniline & Chemical Co., Inc.  
**GELATONE**, liquid size and finish, R. B. Street & Co., Inc.  
**GEM**, grease cups, Lunkenheimer Co.  
**GEMZYME**, enzymic digester, George E. Mead Co.  
**GENERAL**, fire trucks, General Detroit Corp.  
**GENERAL**, perchlorethylene drycleaning units, Martin Equipment Co., Div. American Laundry Machinery Co.  
**GENERAL ELECTRIC**, electrical equipment, General Electric Co.  
**GENERAL FORMULA**, stain remover, G & G Chemical Co.  
**GERMITEX**, sour, Hood Chemical Co., Inc., Crescent Div.  
**GIANT**, built high-titer soap powder, Armour & Co.  
**GIANT**, hydraulic extractor, Strike's Laundry Machinery, Inc.  
**GIANT KING**, net pins, Keyes-Davis Co.  
**GIBBALTAR**, marking and printed tags, Commercial Tag Co.  
**GIBBALTAR TRI-PRONG CLIP**, skirt hanger fastener, Commercial Tag Co.  
**GIFCO**, tags, H. M. Gifford Mfg. Co.  
**GI-GR-NITE**, casters, Clinton Products Co.  
**GILBARCO**, oil burners, Gilbert & Barker Mfg. Co.  
**GILMER**, V-belts, flat belting, woven belting, New York Belting & Packing Co.  
**GILT EDGE**, round leather belting, I. B. Williams & Sons  
**GLAMORENE**, carpet cleaning compound, Jerclaydon, Inc.  
**GLAZEN**, fur glazing fluid, Package Chemical Co., Inc.  
**GLAZOLENE**, fur luster, Nycco Products Co.  
**GLEEM**, liquid wetcleaning soap, Trico Chemical Div., Tri-State Equipment Co.  
**GLENN ANDERSON**, paper collar supports, Howe Paper Corp.

**GLENZIP**, zipper repair tools, supplies, Glen Zip Co.  
**GLIDE LINER**, pressing machines, laundry power presses, Unipress Co.  
**GLIDER**, electric irons, J. W. Steele & Co.  
**GLIDER**, pressing machine, Loyal Textile Machinery Corp.  
**GLIM**, detergent, General Aniline & Film Corp., Special Products Sales Div.  
**GLISS'N**, cleaning compounds, mothproofing, Gliss'n Products Co., Inc.  
**GLOBE**, drycleaning marking and strip tags, Globe Ticket Co. of New England  
**GLOBE**, laundry, drycleaning washers, American Cleaners Equipment Co., Div. American Laundry Machinery Co.  
**GLORY**, tallow soap chips, Swift & Co.  
**GLO-SOAP**, drycleaning soap, Starr Soap & Chemical Co., Inc.  
**GLOSTEX**, canvas products, C. R. Daniels, Inc.  
**GLOVER**, cleaners' specialties, Bill Glover, Inc.  
**GLUV-NU**, glove soap, Davies-Young Soap Co.  
**GLYD-ON**, shirt clip, Time Savers, Inc.  
**GMC TRUCKS**, motor trucks, GMC Truck & Coach Div., General Motors Corp.  
**GO-BACK**, conveyors for flatwork presses, Rosenthal Mfg. Co.  
**GOLDEN FLAKE**, laundry soaps, Fry Bros. Co.  
**GOLD-FLD**, boilers and condensation return system, Goldman Pressing Machinery Corp.  
**GOLD LINE**, laundry fabric, Tingle, Brown & Co.  
**GOLD MEDAL**, hatters' chemicals, machinery, Hatters Supply House, Inc.  
**GOLD MEDAL**, nets, Southern Mills, Inc.  
**GOLDSAL**, colored specialty tapes, Gummed Tape & Devices Co.  
**GOLD SEAL**, rug shampoo, Huntington Laboratories, Inc.  
**GOLD STAR**, feed ribbons, New York Belting & Packing Co.  
**GOOD FORM**, garment hangers, Pacific Coat Hanger Mfg. Co.  
**GOODRICH**, rubber hose, belting, packing, B. F. Goodrich Co.  
**GORTON**, air eliminators, Gorton Heating Corp.  
**GOVERNOR**, marking tags, A. Goodman & Co.  
**GRABO**, belt dressing, Graton & Knight Co.  
**GRAND**, hatters' equipment, supplies, Maxant Button & Supply Co.  
**GRANOLITH**, paint for brick, concrete, stucco, Barreled Sunlight Paint Co.  
**GRANTHAM**, unloading tumblers, U. S. Hoffman Machinery Corp.  
**GRANUWAX**, granulated wax, Lewis National Corp.  
**GRAVES & MARSHALL**, water heaters, heat exchangers, pressure and storage tanks, Graves & Marshall Co.  
**GRAVES**, silent bakelite gears, milling machines, Graves Milling Tool Co.  
**GREENBACK**, apron duck, John T. Stanley Co., Inc.  
**GREEN BUBBLES**, soap powder, Minnesota Chemical Co.  
**GREENCOTE**, refractory maintenance coating, A. F. Green Fire Brick Co.  
**GREEN GLO**, oil soap, Allen B. Wrisley Co.  
**GREEN LABEL**, boiler compound, Solvay Sales Div., Allied Chemical & Dye Corp.  
**GREEN LABEL**, laundry fabrics, R. Lally Co.  
**GREEN OLIVE**, soap, Rome Soap Mfg. Co.  
**GREENSTRIPE**, cover cloth, John T. Stanley Co., Inc.  
**GREEN STRIPE**, padding, William E. Hooper & Sons  
**GREENWOOD**, pins, sewing needles, binding tape, Greenwood Textile Co.  
**GREENZYME**, digestive enzyme, Greenville Chemical Co.  
**GREIF**, hangers, guards, Greif Bros. Co.operative Corp., Wire Garment Hanger Div.  
**GRESOL**, break powder, Speare Co.  
**GREYHOUND**, extractor, synthetic washer, wash-wheel, Hercules Laundry Machinery Co., Inc.  
**GREYHOUND**, washers, U. S. Hoffman Machinery Corp.  
**GREY-ROCK**, brake lining, clutch facings, brake blocks, Raybestos-Manhattan, Inc.  
**GRIMES**, air compressors, Grimes Co.  
**GRIPNET**, nylon net closures, Keyes-Davis Co.  
**GRIPPO**, slip-resistant trouser guard, Patek & Co.  
**GRIPPO GUARD**, trouser guards, L. M. Leathers' Sons  
**GRIPTEX**, liquid rubber, Adhesive Products Corp.  
**GRIPITITE**, bagging rod clamp, G. H. Bishop Co.  
**GRIP-TITE**, marking tags, Liberty Marking Tag Co., Inc.  
**GRIPITITE**, rug pole hangers, American Laundry Machinery Co.  
**GROSS**, drycleaning extractors, filters, tumblers, washers, Gross Machinery Co., Inc.  
**GROSSAIR**, open-end tumbler, Gross Machinery Co., Inc.  
**GROSS-OMATIC**, safety petroleum drycleaning unit, Gross Machinery Co., Inc.  
**GROSS STAR**, grid plates, electric steam irons, ironing boards and tables, L. Behrstock Co.  
**GROSS-X**, tumbler, Gross Machinery Co., Inc.  
**G-SEAL**, pipe joint compound, Quigley Co., Inc.  
**G-SOL**, drycleaning soap, G & G Chemical Co.  
**GUARANTEED**, built, powdered high-titer laundry soap, Swift & Co.  
**GUARDSMAN**, watchclock, Detex Watchclock Corp.  
**GULF**, petroleum and Stoddard solvents, rust preventatives, greases and lubricating oils, Gulf Oil Corp.-Gulf Refining Co.

**GUMCRAFT**, gummed, mending and printed tapes, Gummed Tape & Devices Co.  
**GUTH FLUORESCENT**, fluorescent lighting equipment, Edwin F. Guth Co.  
**GUTH GERM-KILLING LIGHTS**, bactericidal lighting equipment, Edwin F. Guth Co.

## II

**H**, water soluble grease, Keystone Lubricating Co.  
**HCR**, high capacity cation exchanger, National Aluminate Corp.  
**HD**, belt fasteners, Flexible Steel Lacing Co.  
**H.K.**, water repellent, H. Kohnstamm & Co., Inc.  
**H-Q**, disinfectant, Huntington Laboratories, Inc.  
**HTH**, soda bleach mix, calcium hypochlorite with soda base, Mathieson Chemical Corp.  
**HW**, liquid soap, Eaton Chemical & Dyestuff Co.  
**HAERTEL**, fumigation cabinet, garment racks, fur vault door, Walter Haertel Co.  
**HAGAN**, combustion control for boilers, Hagan Corp.  
**HAGAN RING BALANCE**, flow meters, Hagan Corp.  
**HAIRROUND**, round belting, Graton & Knight Co.  
**HALL**, tanks and tubs, Amos H. Hall & Sons  
**HAMILTON**, casters, dollies, racks, wheels, trucks, Hamilton Caster & Mfg. Co.  
**HAMILTON**, spring padding, American Laundry Machinery Co.  
**HAMMEL-DAHL**, valve controls, valves, Hammel-Dahl Co.  
**HAMMOND**, washers, tumblers, etc., Hammond Laundry-Cleaning Machinery Co.  
**HANCOCK**, globe, angle and gate valves, Manning, Maxwell & Moore, Inc.  
**HANDEE**, presses, Force Equipment Corp.  
**HAND-FILM**, protective hand cream, National Cleaners Chemical Mfg. Co.  
**HANDI**, bundle and garment racks, Speare Co.  
**HANDIPAK**, portable autographic register, Egry Register Co.  
**HANDIROL**, mending tape, Gummed Tape & Devices Co.  
**HANDY**, button and buckle covering equipment, Handy Button Machine Co.  
**HANDY**, flatwork ironer, American Laundry Machinery Co.  
**HANDY**, gate valves, Lunkenheimer Co.  
**HANDYPAK**, day tags, Tagit Co.  
**HANG-A-LOX**, wire hanger rack, Time Savers, Inc.  
**HANGER-TIES**, hanger combiners, H. F. Hanscom & Co.  
**HANG-RITE**, garment hangers, Waldorf Paper Products Co.  
**HAUSER-STANDER**, wood tanks, tubs, vats, Hauser-Stander Tank Co.  
**HAWKEYE**, soap flakes, Iowa Soap Co.  
**HAYS**, veriflow meter, viso-ratio gauge, Hays Corp.  
**HEARTH-CRETE**, refractory material, Quigley Co., Inc.  
**HEART-OAK**, leather belting, Graton & Knight Co.  
**HEAT-O-SEAL**, thermum heat-seal labels, Tompkins' Label Service  
**HEDD**, curtain ruffle iron, Burkstur Specialties Co.  
**H. E. FLUELESS**, boilers, P. M. Lattner Mfg. Co.  
**HELE-SHAW**, pumps, American Engineering Co.  
**HELM**, steel safety pins, Rison Mfg. Co.  
**HERCULES**, extractors, Haring & Stephens Co.  
**HERCULES**, Stoddard solvent and 140° F drycleaning units, washers, Hercules Laundry Machinery Co., Inc.  
**HERCULES CMC**, sizing agent, Hercules Powder Co.  
**HERMAN**, delivery truck body, Herman Body Co.  
**HERO**, fire extinguishers, Bostwick Laboratories  
**HEV-E**, combination oil and gas burner, Cleaver-Brooks Co.  
**HEXAGON**, pads, covers, Stadham Mfg. Co.  
**HEXAMO**, prespotter, Riverside Mfg. Co.  
**HEXITE**, wetcleaning soap, Riverside Mfg. Co.  
**HEXOL**, prespotter, Slater-Robbins Co., Inc.  
**HEXOLITE**, alkali, soap builder, Lewis National Corp.  
**HI-BASEX A**, zeolite, Hungerford & Terry, Inc.  
**HI-CAP**, steam traps, Strong, Carlisle & Hammond Co.  
**HIGH FLASH SHELL-SOL**, naphtha petroleum solvent, Shell Oil Co., Inc.  
**HIGH-SPEED**, curtain drier, drying tumbler, American Laundry Machinery Co.  
**HI-GRADE**, leather belting, cement, dressing, Cornell Belting Co.  
**HI-INVERSAND**, zeolite, Hungerford & Terry, Inc.  
**HILD**, rug and carpet shampooing equipment, Hild Floor Machine Co.  
**HILD**, built low-titer soap powder, Armour & Co.  
**HILCO-CHROME**, chrome-base bonding mortar, Mexico Refractories Co.  
**HIL-OSET**, high-temperature bonding mortar, Mexico Refractories Co.  
**HI-LUSTRE**, fur glazing fluid, Bernard Sirotta Co.  
**HI-SPEED**, rail fittings, Time Savers, Inc.  
**HI-SPEED**, washer, Keystone Laundry Machinery Co.



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**HI-SPEED**, washers, Zephyr Laundry Machinery Co.  
**HI TEST**, high-pressure welded boilers, Kewanee Boiler Corp.  
**HI-TEST**, moth spray, Bernard Sirotta Co.  
**HODGES**, checking systems, Jack Hodges Specialty Co.  
**HOFFCO-VAC**, portable vacuum cleaner, U. S. Hoffman Machinery Corp.  
**HOFFMAN**, drycleaning, laundry machinery, U. S. Hoffman Machinery Corp.  
**HOFFMANETTE**, silk finishing press, U. S. Hoffman Machinery Corp.  
**HOFF-MANIKIN**, dress shaper, U. S. Hoffman Machinery Corp.  
**HOFFMATIC**, automatic pressing machines, U. S. Hoffman Machinery Corp.  
**HOLDAPRES**, trouser hanger, B & C Engineering Co.  
**HOLD-FAST**, leather belt dressing, I. B. Williams & Sons  
**HOLTITE**, collar supports, Wormstead, Smith & Loomis, Inc.  
**HOL-TITE**, marking tags, Liberty Marking Tag Co., Inc.  
**HOLT WHIRLWIND**, floor polishers, Holt Mfg. Co.  
**HOMO-FLEX**, hose, belting, Raybestos-Manhattan, Inc.  
**HOODCLORE**, bleach, Hood Chemical Co., Inc., Crescent Div.  
**HOOF**, automobile and engine governors, Hoof Products Co.  
**HOOPERWOD**, cotton press padding, nets, William E. Hooper & Sons  
**HOOSIER PEARL**, corn starch, National Starch Products, Inc.  
**HOPE**, tapes, belting, Hope Webbing Co.  
**HOPKINS**, washing machines, tanks, Hopkins Equipment Co.  
**HOPKINS ATOMIZER**, spotter, Hopkins Equipment Co.  
**HOPKINS FILTER**, horizontal, bag-type filter, Hopkins Equipment Co.  
**HORN CRETE-FIX**, floor resurfacer, A. C. Horn Co., Inc.  
**HORN DRI-N-TITE**, roof coating, A. C. Horn Co., Inc.  
**HORN FUMEX**, fume resistant coating for walls, ceilings, A. C. Horn Co., Inc.  
**HORNGLAZE**, floor wax, A. C. Horn Co., Inc.  
**HORNOLITE**, dustproofing for concrete floors, A. C. Horn Co., Inc.  
**HORSESHOE**, shirt sorting bin, Time-Savers, Inc.  
**HOTT PATCH**, heat-setting high-temperature cement, Ramtite Co.  
**HOWELL**, sump pumps, oil burners, Kol-Master Corp.  
**HOYT**, tumblers, Hoyt Mfg. Corp.  
**HUB**, laundry marking tags, Boston Clip & Tag Co.  
**HUBER**, overfeed stokers, Flynn & Emrich Co.  
**HUBINGER COMPOUND**, corn starch, Hubinger Chemical Co.  
**HUEBSCH**, tumblers, Huebsch Div., American Laundry Machinery Co.  
**HUMIDIGRAPH**, direct-reading humidity recorder, Bristol Co.  
**HUNGERFORD**, filters, Hungerford & Terry, Inc.  
**HYAL**, builders, George Stearns Chemical & Mfg. Co.  
**HYDRAMITE**, pumps, American Engineering Co.  
**HYDRASOL**, wetcleaning Celanese soap, Keystone Aniline & Chemical Co., Inc.  
**HYDRAULIC HANDLIFT** and **FOOTLIFT**, trucks, Lewis-Shepard Products, Inc.  
**HYDRAXTOR**, extractor, Zephyr Laundry Machinery Co.  
**HYDRAZENE**, rust remover, National Cleaners Chemical Mfg. Co.  
**HYDREFEL**, naphtha-soluble waterproofing, National Cleaners Chemical Mfg. Co.  
**HYDROBREAQ**, laundry chemical, Diamond Alkali Co.  
**HYDRO CLARO**, bleach, Lewis National Corp.  
**HYDRO-KING**, washer, Mid-West Laundry Machinery Mfrs.  
**HYDROL**, spotting aids, Riverside Mfg. Co.  
**HYDROLATE**, laundry chemical, Diamond Alkali Co.  
**HYDROLINE**, booster and large condensate return, Peerless Pump Div., Food Machinery & Chemical Corp.  
**HYDROPEL**, water repellent, National Cleaners Chemical Mfg. Co.  
**HYDROSITE**, reducing bleach, Nu-Pro Mfg. Co.  
**HYDROSULFITES**, stripping agent, Jacques Wolf & Co.  
**HYDROSULPHOSOL**, ointment for burns, Rees-Davis Drugs, Inc.  
**HYDROTRON**, electro-physical water treatment equipment, Heller Laboratories  
**HYEX**, super-duty firebrick, McLeod & Henry Co., Inc.  
**HYFLO SUPER-CEL**, filter powder, Johns-Manville  
**HYFOAM**, detergents, George Stearns Chemical & Mfg. Co.  
**HYGEA PINE**, pine oil disinfectant, Continental Car-Na-Var Corp.  
**HYGENATOR**, pillow renovator and sterilizer, Technical Engineering Corp.  
**HY-GLOS**, gummed, ungummed labels, Tompkins' Label Service  
**HYGRADE**, plastic buttons, Hygrade Button & Supply Co.

**HY-LO**, blanket washer, American Laundry Machinery Co.  
**HYFAC**, bleach, Lewis National Corp.  
**HY-SET**, high temperature bonding mortar, Mexico Refractories Co.  
**HY-SOL**, soap builders, Thompson-Hayward Chemical Co.  
**HYSPAR**, aluminum and white enamel under-paint, Midland Paint & Varnish Co.  
**HY-SPOT**, substitute for chloroform, Slater-Robbins Co., Inc.  
**HYTEMPITE**, high-temperature bonding mortar, Quigley Co., Inc.  
**HYTEXAL**, built tallow soap, Allen B. Wrisley Co.  
**HY-V AIR JET**, high-velocity concentrated cooling fan, DeBothezat Fans Div., American Machine & Metals, Inc.  
**HYWHITE**, blue, Speare Co.  
**HY-WHITE**, soap, H. Kohnstamm & Co., Inc.

## I

**I.D.N.**, iodine stain remover, Package Chemical Co., Inc.  
**IMO**, rotary pump, De Laval Steam Turbine Co.  
**I-R**, liquid spotter for ink stain removal, Caled Products Co., Inc.  
**I-R-C**, lightweight insulating refractory castable and concrete, Mexico Refractories Co.  
**I.S.**, press clamp, slip chain, racks, Ink-O Products Co.  
**IXL**, laundry soaps, Fry Bros. Co.  
**IDEAL**, filter, paste soap, National Cleaners Chemical Mfg. Co.  
**IDEAL**, grease cups, Lunkenheimer Co.  
**IDEALITE**, non-glare neon-type light, Ideal Lighting Co., Inc.  
**IDEAL STYLE A**, laundry washer, American Laundry Machinery Co.  
**IGEPALS**, synthetic detergents, General Dye-stuff Corp.  
**IGEPONS**, synthetic detergents, General Dye-stuff Corp.  
**ILG**, centrifugal and propeller fans, unit heaters, Ilg Electric Ventilating Co.  
**IMPACTOR**, valve handwheels, Edward Valves, Inc., Subsidiary Rockwell Mfg. Co.  
**IMPERIAL**, asbestos pipe covering and blocks, Rubenoid Co.  
**IMPERIAL**, chest-type ironer, Imperial Laundry Machinery Co.  
**IMPREGNOLE**, water repellent, Warwick Chemical Co.  
**INCO**, metal castings, fittings, tubings, nickel alloy fittings, castings, etc., International Nickel Co., Inc.  
**INCONEL**, alloy of nickel and chromium, International Nickel Co., Inc.  
**INDEL-O-MARK**, indelible automatic marking pen, Mark-O Corp.  
**INDIAN**, laundry soap, North Coast Chemical & Soap Works  
**INDIVIDUAL PROCESS**, ironer, Prosperity Co., Inc.  
**INDIVIDUAL PRODUCTION**, washer, Prosperity Co., Inc.  
**INDUSTRIAL**, cylinders, extractors, tumblers, washers, Industrial Laundry Machinery Co., Inc.  
**INDUSTRIAL**, fabric conditioner for wetcleaned garments, Namco Chemical Corp.  
**INDUSTRIAL**, neutral soap chips and powder, Armour & Co.  
**INEX**, laundry rinsing aid, H. Kohnstamm & Co., Inc.  
**INGERSOLL-RAND**, compressors, blowers, pumps, Ingersoll-Rand Co.  
**INGRAIN**, laundry starch, Industrial Grain Products, Ltd.  
**INKEX**, ink remover, Patek & Co.  
**INKGO**, liquid oxidizing agent, A. L. Wilson Chemical Co.  
**INK-KLEEN**, indelible ink remover, Kem Laboratories  
**INK-O**, spotting aid, Ink-O Products Co.  
**INNER-PACK**, steel split repair sleeves, Dresser Mfg. Div., Dresser Industries, Inc.  
**INSTANT**, moth killer, Berlon Mfg. Co.  
**INSTITUTIONAL**, fabric preservative, conditioner, Namco Chemical Corp.  
**INSTITUTIONAL**, starch, A. E. Staley Mfg. Co.  
**INSULAG**, plastic refractory lagging and finishing material for high-temperature equipment, Quigley Co., Inc.  
**INSULBRUX**, insulating firebrick, Quigley Co., Inc.  
**INSULCRETE**, refractory material, Quigley Co., Inc.  
**INTERNATIONAL**, chemical mixing machinery, tanks, International Engineering, Inc.  
**INTERNATIONAL**, garment bags, International Paper Co.  
**INTERNATIONAL**, trucks, diesel and gasoline engines, International Harvester Co.  
**INVADER**, pumps, Schirmer-Dornbier Pump Co.  
**INVERCAB**, zeolite, Hungerford & Terry, Inc.  
**INVERSAND**, water-softening minerals, water softeners, Hungerford & Terry, Inc.  
**INVINCIBLE**, industrial vacuum cleaners, Invincible Vacuum Cleaner Mfg. Co.  
**IN-WEAVING**, reweaving, In-Weaving Co. of America  
**IODASE**, iodine stain remover, Greenville Chemical Co.

## J

**J.F.S.**, variable speed reducers, Stephens-Adamson Mfg. Co.  
**J-M**, packings, gaskets, Johns-Manville  
**J-P-S**, drycleaning soap, R. B. Street & Co., Inc.  
**JANET**, steam necktie presses, glove forms, Shedlov-Hoim Mfg. Co.  
**JAY BEE**, super-duty firebrick, Mexico Refractories Co.  
**JAY-DEE**, fur stretcher, fur and leather softener, mothproofing liquid, Jay-Dee, Inc., Mfg. Chemicals  
**JEFFERSON ISLAND**, salt, Jefferson Island Salt Co., Inc.  
**JEFFERSON THOROBRED**, wood and metal laundry and drycleaning washers, Laundry Machinery Div., Jefferson Wood Working Co.  
**JETVEYOR**, steam jet ash conveyor, Brady Conveyors Corp.  
**JIFFY**, blanket washer, Abe Cohen & Son  
**JIFFY**, cuff and pocket brusher, bagging devices, bag racks, Mediate Mfg. Co.  
**JIFFY**, puff iron, Columbia Laundry Machinery Co.  
**JIFFY**, sock turner, Time Savers, Inc.  
**JIFFY SORTERS**, sorting hooks with clip attached, Frank R. Smith Co.  
**JIFFY STICK**, ink remover, National Cleaners Chemical Mfg. Co.  
**JOHNSON**, flexible metal hose, Johnson Metal Hose, Inc.  
**JOHNSON**, ironer oil, liquid stripper, Johnson Chemical Industries, Inc.  
**JOHNSON**, rotary pressure joints, steam water heater, compressed-air separators, compressed-air aftercoolers, high-temperature boiler feed system, solenoid valves, automatic boiler water controls, Johnson Corp.  
**JOHNSTON**, steam boilers, Johnston Bros., Inc.  
**JOINT-SEAL**, anti-seize, joint seal and clean-out plug compound, Armite Laboratories  
**JOMAC**, scorch-resistant fabric, C. Walker Jones Co.  
**JUMBO**, metallic wool padding, International Steel Wool Corp.  
**JUMBO**, net pins, Rudson Mfg. Co.  
**JUNIOR**, extractor, Fletcher Works, Inc.  
**JUNIOR CHALLENGER**, washer, Miller Laundry Machinery Co.  
**JUNIOR KING**, net pins, Keyes-Davis Co.

## K

**K & B**, barrels, bins, boxes, buckets, cabinets, chutes, cylinders, guards, stocks, tanks and ventilating systems, Kirk & Blum Mfg. Co.  
**K.B.**, soap powder, sour, Kliegman Bros., Inc.  
**K-D**, nets, marking pins, Keyes-Davis Co.  
**KMS**, mothproofing agent, Kinford Co.  
**K.O.P.**, coco-potash soap, Armour & Co.  
**K & T**, valves, Klipfel Mfg. Co.  
**K.V.**, heavy fluid lubricant, Keystone Lubricating Co.  
**KALITE**, calcium carbonate, Diamond Alkali Co.  
**KAME-n-KLEEN**, soap powder, Kamen Soap Products Co., Inc.  
**KAMENOL D**, synthetic detergent, Kamen Soap Products Co., Inc.  
**KAMENOL M**, powdered laundry soap, Kamen Soap Products Co., Inc.  
**KAMENOL 92**, soap flakes, Kamen Soap Products Co., Inc.  
**KAMENOL 60**, soap beads, Kamen Soap Products Co., Inc.  
**KAMEX R**, vegetable powdered low-titer soap, Kamen Soap Products Co., Inc.  
**KAE**, gas-fired steam boilers, Mears-Kane-Oleift, Inc.  
**KANTARK**, non-renewable fuses, Trico Fuse Mfg. Co.  
**KANT FALL**, spur rolls to attach to rug beater, Moore's Time Saving Equipment Co.  
**KARAGAMI**, powdered wax, refined wax, Concord Chemical Co.  
**KARGO-KING**, aluminum-alloy van panel truck bodies, J. B. E. Olson Corp.  
**KARPET-KARE**, carpet cleaner, Bigelow-Sanford Carpet Co.

# TRADE NAMES

**KARRICK**, laundry detergents, Karrick Co.  
**KATOLIGHT**, generators, light plants, Kato Engineering Co.  
**KATR FURS**, fur repair, remodeling, purchasing service, David G. Kaplan's Drycleaner's Service  
**KAY**, concentrated mothproof, Kinford Co.  
**KAY-BEE**, cover cloth, Kliegman Bros., Inc.  
**K-BI**, break alkali, Laundry Chemicals Co.  
**K-BRITE**, drycleaning soap, H. Krevit & Co., Inc.  
**KECKLEY**, steam and liquid control equipment, O. C. Keckley Co.  
**KEEDOL**, drycleaning filter soap with antiseptic and mothproofing, A. F. Wolke Co.  
**KEELER C.P.**, boilers, E. Keeler Co.  
**KEEN AIR DISHNER**, odor absorbent, diaper can deodorant, fumigant, Keystone Chemical Co.  
**KEE-STAR**, corn starch, Keever Starch Co.  
**KEEVER**, rug and carpet size, Keever Starch Co.  
**KEEVER CLEANER**, cleaner for metal sleeve form and press, Keever Starch Co.  
**KEEDY**, moth-repellent garment storage bags, Kennedy Car Liner & Bag Co., Inc.  
**KELCO**, cutting oil, Keystone Lubricating Co.  
**KELITE**, laundry and boiler compounds, Kelite Products, Inc.  
**KELLEY**, heat reclaimers, hot-water heaters, storage heaters, Patterson-Kelley Co., Inc.  
**KELOGG-AMERICAN**, air compressors, paint spray equipment, American Brake Shoe Co., Kellogg Div.  
**KEI-MAKER**, pressure filters, vacuum traps, sight-glass assemblies, Kelmaker Mfg. Co.  
**KEM-BLU**, liquid blue, Kem Laboratories  
**KEMINATE**, synthetic detergent, penetrant, Kem Laboratories  
**KEMITE**, sour, Kem Laboratories  
**KEMLEK**, drycleaning detergent, Kemlek Corp., Div. Tobin-Halpert, Inc.  
**KEMO**, alkali compounds, Kem Laboratories  
**KEM PRO**, cover cloths, Whitehouse Nylon Products  
**KEMWASH**, laundry liquid detergent, Kemlek Corp., Div. Tobin-Halpert, Inc.  
**KEN DDZ**, synthetic drycleaning machine, John W. Young  
**KENNEDY**, paper bags, Kennedy Car Liner & Bag Co., Inc.  
**KENNEY**, water softeners, filters, zeolite, Kenney Softener & Filter Co.  
**KENDO**, powder synthetic wetcleaning detergent and water softener, Keystone Chemical Co.  
**KENTUCKY**, trucks, dollies, boxes, Kentucky Box & Truck Co.  
**KEWANEE**, heating boilers, power boilers, storage water heaters, steel tanks, water heating garbage burners, Kewanee Boiler Corp.  
**KEY KLEEN**, liquid wetcleaning detergent and oil soap, Keystone Chemical Co.  
**KEY-LOK**, brake blocks, Raybestos-Manhattan, Inc.  
**KEYLUBRIC**, air tool lubricant, Keystone Lubricating Co.  
**KEYPROOF**, combination flameproofing and mothproofing agent, Keystone Chemical Co.  
**KEYSO**, drycleaning soap, G & G Chemical Co.  
**KEYSPRAY**, mothproofing agent and insecticide, Keystone Chemical Co.  
**KEYSTONE**, alkalis, Swift & Co.  
**KEYSTONE**, extractors, Keystone Laundry Machinery Co.  
**KEYSTONE**, hat sizing, Keystone Aniline & Chemical Co., Inc.  
**KEYSTONE**, leather soap and liquid glove bleach, nail polish remover, white kid glove bleach, Keystone Aniline & Chemical Co., Inc.  
**KEYSTONE**, steam generator, Erie City Iron Works  
**KEYSTONE**, washable service apparel, Keystone Coat & Apron Mfg. Corp.  
**KEYSTONE**, wax spot remover, Keystone Lubricating Co.  
**KEYSTONE DRI-KLEEN**, spot remover, Keystone Chemical Co.  
**KEY-TAG**, automatic mechanical identification system, Key-Tag Checking System Co.  
**KEY-TEX**, filter soap, G & G Chemical Co.  
**KEYTEX**, CONC, drycleaning soap, Keystone Aniline & Chemical Co., Inc.  
**KEYTHOL**, deodorizing machine and scent blocks, Keystone Scent Conditioner Corp.  
**K-335**, low-temperature soap powder, Laundry Chemicals Co.  
**K411**, boiler stew, to remove scale deposit, National Chemical Sales Co., Laboratory, Inc.  
**KIDDE**, fire extinguishers, Walter Kidde & Co., Inc.  
**KIDDYKOLOR**, garment bags, Kennedy Car Liner & Bag Co., Inc.  
**KILLARNEY**, laundry blue, Patek & Co.  
**KILLFIR**, automatic fire extinguisher, General Machine Supply Co.  
**KIL-ODE**, deodorant, Warco Laboratories  
**KING-CLIP**, gate valve, Lunkenheimer Co.  
**KIRK'S**, spray guns, formers, finishers, Kirk's Leather Cleaners  
**KISCO**, boiler room equipment, Kisco Boiler & Engineering Co.  
**KLAMP-ON**, gun sets, Moore's Time-Saving Equipment, Inc.  
**KLEANWELL**, oil soap, Minnesota Chemical Co.  
**KLEAREX**, solvent, lime soap, Kem Laboratories  
**KLEENAP**, rug detergent, H. Kohnstamm & Co., Inc.  
**KLEENFLO**, activated sweetener, L. A. Salomon & Bro.  
**KLEENHAMPER**, portable laundry and drycleaning drop box, Kleenhamper Inc.

**KLEEN PAK**, drycleaners' bags, Diem & Wing Paper Co.  
**KLEEN-RITE**, coconut-oil soap, National Cleaners Chemical Mfg. Co.  
**KLEEN SHEEN**, paste rug soap, Adco, Inc.  
**KLEEN SUDS**, soap, Lewis National Corp.  
**KLEERITE**, indelible inks, American Writing Ink Co., Inc.  
**KLEERVU**, safety eye guard, gange-glass protector, Wright-Austin Co.  
**KLEER-VUE**, window paper garment bag, Schor Paper Co.  
**KLENEASE**, liquid wetcleaning soap, Caled Products Co., Inc.  
**KLERA CIP**, laundry sour, Wyandotte Chemicals Corp.  
**KLEX**, pumice soap, Colgate-Palmolive-Peet Co.  
**KLIEGBILT**, alkali, break powder, Kliegman Bros., Inc.  
**KLIEGSPUN**, nets, cover cloth, Kliegman Bros., Inc.  
**KLIEGWAVE**, nets, Kliegman Bros., Inc.  
**KLIPLK**, clamps for fuse clips, test clamps, Trico Fuse Mfg. Co.  
**KLIP-ZIT**, drier clips, Time Savers, Inc.  
**K-LIQUID SOAP**, liquid soap, Laundry Chemicals Co.  
**KLIJX**, paint remover, Nu-Pro Mfg. Co.  
**KLORCENT**, synthetic soap, G & G Chemical Co.  
**KLOR-LENE**, spotting solution with chloroform action, Davies-Young Soap Co.  
**KLORO**, liquid detergent for use with synthetic solvent units, Adco, Inc.  
**K-MASTER**, steam traps, air traps, continuous boiler blow-down valves, Kaye & MacDonald Inc.  
**K-MASTER KLEEN AIR**, filters, Kaye & MacDonald, Inc.  
**K-MONEL**, heat-treating alloy, International Nickel Co., Inc.  
**KM-129**, odor absorber, deodorant, disinfectant, fumigant, synthetic detergent, chemical water conditioner, Keystone Chemical Co.  
**KNIGHT-WARE**, acid-proof chemical stoneware, Maurice A. Knight  
**KNITTED PADDING**, press pads, Knitted Padding Co.  
**KNOTLOCK**, laundry nets, New York Net Co.  
**KOKO**, liquid wetcleaning soap, Adco, Inc.  
**KOKOWET**, wetcleaning soap, Stadham Co., Inc.  
**KOLD**, sour, Minnesota Chemical Co.  
**KOLITE**, cold-water built soap, John T. Stanley Co., Inc.  
**KOL MASTER**, stokers, Kol-Master Corp.  
**KOLORTEX**, industrial soap, Allen B. Wisley Co.  
**KOLURGO**, hot-water liquid color stripper, Washine National Sands, Inc.  
**KOMO**, blues, ironer oil, Minnesota Chemical Co.  
**KOMONOL**, organic detergent, Minnesota Chemical Co.  
**K-121-B**, break powder, Laundry Chemicals Co.  
**K-122**, soap builder, Laundry Chemicals Co.  
**KON-NEC-TOR**, mercury switch, General Electric Co.  
**KOOL-WAIV**, axial fans, International Engineering, Inc.  
**KORO**, filter detergent, Nu-Pro Mfg. Co.  
**KOROLA**, French-cuff fastener, Boston Clip & Tag Co.  
**KOSMETEX**, spotter for cosmetic stains and liquors, Patek & Co.  
**KOVERLOX**, file fasteners, Speed Products Co., Inc.  
**KOYLON**, foam pressing pads, U. S. Rubber Co., Koylon Div.  
**KRAN-MER**, dyeing, Kran-Mer Corp.  
**KREX**, hand cream for relieving burns, cuts, etc., Caled Products Co., Inc.  
**KROMOAK**, leather and waterproof leather belting, Charlotte Leather Belting Co.  
**KROMOTAN**, leather and waterproof leather belting, Charlotte Leather Belting Co.  
**K-SOLVENT**, detergent for industrial wetwash, Laundry Chemicals Co.  
**K-333**, built soap powder, Laundry Chemicals Co.  
**KUFTACKER**, stapler for trouser cuffs, Bostitch, Inc.  
**KUNKLE**, safety and relief valves, Kunkle Valve Co.  
**KURB-SIDE**, motor truck bodies, J. B. E. Olson Corp.  
**KWICK**, fluorescent bleach, Eaton Chemical & Dyestuff Co.  
**KWIK CHANGE**, cover and iron springs, Time Savers, Inc.  
**KWIK KOVER**, hanger shields, Kwik Kover Sales Co.  
**KWIK ON**, rug stretching bars, Moore's Time-Saving Equipment Co.  
**KWIK-SET**, bag and net holders, Time Savers, Inc.  
**KWIK SUDS**, cold water laundry soap, Kem Laboratories  
**KWIK TAG**, marking tags, Kwik Kover Sales Co.  
**KWIK SET**, washing-machine timer, H. C. Thompson Clock Co.  
**KWK VOLCLAY**, bentonite clay, American Colloid Co.

## L

**L. M. C.**, pumps, Lubbock Machine Co., Inc.  
**L-N**, sour, tags, Lewis National Corp.

**L.S.R.**, lipstick remover, Murphy Sales Co.  
**L.S.R.**, lipstick remover, West Side Corp.  
**LACLEDE**, grates, stokers, Laclede Stoker Co.  
**LACQUERSOL**, spotting agent, Nu-Pro Mfg. Co.  
**LA FRANCE**, fire extinguishers, American-La France-Foamite Corp.  
**LAIDLAW**, hangers, W. A. Laidlaw Wire Co.  
**LALITY**, pillow supplies, R. Lally Co.  
**LAMTEX**, floor mats, press pads, Burgess-Berliner Associates  
**LAM-TEX**, sponge press pads, rubber floor mats, Pittsburgh Tag Co.  
**LANATEX**, controlled alkaline detergent for fugitives, Carman & Co., Inc.  
**LANATEX C**, alkaline detergent for carpets and rugs, Carman & Co., Inc.  
**LANE**, baskets, trucks, hampers, W. T. Lane & Bros., Inc.  
**LANI-TEX**, press pads, floor mats, Pittsburgh Tag Co.  
**LANTEX**, garment finishing agent, drycleaning, Kasco Chemical Co.  
**LAPPELLETES**, lapel protectors, M. H. Gronauer  
**LARTON**, assembly hooks, sorters, Larton Products Co., Inc.  
**LATCO**, boilers, P. M. Lattner Mfg. Co.  
**LATEX-O-CRETE**, chemical resistant, United Laboratories, Inc.  
**LATHERINE**, rug shampoo, Continental Car-Na-Var Corp.  
**LATNER**, boiler feed pumps and return systems, P. M. Lattner Mfg. Co.  
**LAUNDERITE**, starch, Clinton Foods  
**LAUNDERLOG**, recording washwheel thermometer, water level recorder, Foxboro Co.  
**LAUNDR-EEZ**, synthetic detergent, Thomson Chemical Co.  
**LAUNDR-PAD**, pre-cut pad for laundry presses, Trico Mfg. Co.  
**LAUNDRY COMPOUND**, soap builder, Solvay Sales Div., Allied Chemical & Dye Corp.  
**LAUNDRY SOUR**, acid material for neutralizing, Turco Products, Inc.  
**LAUNSO**, medium pH built soap, E. F. Drew & Co., Inc.  
**LAUREL**, rubber markers, Laurel Co.  
**LAVKOL**, spot washing, General Dyestuff Corp.  
**LAVEL APPARATUS**, process for bleach, Wallace & Tiernan Products, Inc.  
**LAVOX**, machinery enamel, Pittsburgh Plate Glass Co., Paint Div.  
**LAWSON**, pulleys, hand trucks, wheels, casters, Menasha Wood Split Pulley Co.  
**LAYCO**, garment hanger, Star Service Hanger Div., L. A. Young Spring & Wire Corp.  
**LAYNE**, vertical turbine pumps, water treatment and conditioning equipment, water well supplies, Layne & Bowler, Inc.  
**LAYTITE**, floor coating, Steelcote Mfg. Co.  
**LE ANN**, fur repair and remodeling services, Le Ann Fine Furs  
**LEATHERFAST**, suede leather dye, Keystone Aniline & Chemical Co., Inc.  
**LEATHER-LIFE**, leather dressing, Nycco Products Co.  
**LEATHER-LUSTRE**, smooth-leather colors, Keystone Aniline & Chemical Co., Inc.  
**LEATHER SOAP**, leather cleaning and glove soap, Spix Products Co.  
**LECTROLER**, fans, Sun Fluorescent Electric Co.  
**LED-PLATE**, thread and gasket paste, Armit Laboratories  
**LEEBAW**, counter conveyor, industrial trucks, Leebaw Mfg. Co.  
**LEEF**, flexible forms, Leef Bros., Inc.  
**LEFFEL**, automatic underfeed stokers, steam boilers, James Leffel & Co.  
**LEIACO**, baskets, bleaches, blues, ink, ironer oil, pads, flannels, press covers, cement, Lewis National Corp.  
**LENACO NO-SNAG**, tumbler pads, Lewis National Corp.  
**LENASOL**, disinfectant, Lewis National Corp.  
**LENDLE**, overcoat shaper, U. S. Hoffman Machinery Corp.  
**LEONARD**, manually operated drycleaning press, Leonard Pressing Machine Co.  
**LESLIE**, controls and regulators, pumps, valves, Leslie Co.  
**LESLIE-TYFON**, whistles, horns, signals, Leslie Co.  
**LESO**, leather soap, Nu-Pro Mfg. Co.  
**LESTOIL**, liquid synthetic detergent, Adell Chemical Co.  
**LETHALIRE**, aerosol insecticide, Virginia Smelting Co.  
**LETHOL MOTH FUMIGANT**, insecticide, Mortemoth Chemical Laboratories  
**LEVELENE**, textile dyeing assistants, American Aniline Products, Inc.  
**LEVELENE FGD**, color-setting liquid, American Aniline Products, Inc.  
**LEVELOL**, stripper, Eaton Chemical & Dyestuff Co.  
**LEVELOMETER**, gauges, Liquidometer Corp.  
**LEVELON**, blue, H. Kohnstamm & Co., Inc.  
**LEVELON**, moisture leveler and neutral spotting base, National Cleaners Chemical Mfg. Co.  
**LEWIS**, baskets, trucks, G. B. Lewis Co.  
**LEWIS**, rug binding machines, Lewis Invisible Stitch Machine Co.  
**L-4008**, laundry starch, Clinton Foods Inc.  
**LIFE**, sizings, Life Products Co.  
**LIFE FOR FABRICS**, water repellent and fabric conditioner, Franklin Research Co.  
**LIFETIME MOTHPROOFING**, moth repellent, Sibur Mthproof Co.



**LIFE-TUBE**, ball-bearing pillow blocks and flange units, T. B. Wood's Sons Co.  
**LIGHTER METHOD**, laundry packages, Sutherland Paper Co.  
**LIGHTNING**, drycleaning, fur and upholstery cleaning compounds, Mortenoth Chemical Laboratories  
**LIGHTNING**, water-repellent dip tank, Hopkins Equipment Co.  
**LIME-SOLV**, calcium solvent, H. Kohnstamm & Co., Inc.  
**LINCOLN**, rug and carpet redyeing, Lincoln-Hudson Rug Dyers, Inc.  
**LINEX**, synthetic wetcleaning soap, Allen & Vickers, Inc.  
**LINK-BELT**, chains, conveyors, stokers, power transmission machinery, Link-Belt Co.  
**LINN**, special bodies, delivery trucks, Linn Coach & Truck Div., Great American Industries, Inc.  
**LINOL**, disinfectant, Lincoln Research, Inc.  
**LION-BILT**, work uniforms, Lion Uniform Co.  
**LIP-CATER**, lipstick and lacquer remover, W. F. Johnson Products Co.  
**LIPPOFF**, cleaning compounds, Mortenoth Chemical Laboratories  
**LIPSTICK-MUV**, lipstick remover, Package Chemical Co., Inc.  
**LIQUA-BREAK**, washroom detergent, Davies-Tyning Soap Co.  
**LIQUID BLUE**, blue, Diamond Alkali Co.  
**LIQUID BLUE**, blue, H. Kohnstamm & Co., Inc.  
**LIQUID DRI-CLENE**, drycleaning detergent, Armour & Co.  
**LIQUID MORTEMOTH**, insecticide, Mortenoth Chemical Laboratories  
**LIQUIDOMETER**, gauges, Liquidometer Corp.  
**LIQUIVATOR**, condensate return system, Morehead Mfg. Co.  
**LIQUOR CHLOROXYLENOLIS**, disinfectant, Lincoln Research, Inc.  
**LISTMAKER**, listing machines, National Marking Machine Co.  
**LITTLE CHIEF**, pumps, Fairbanks Morse & Co.  
**LITTLE GIANT**, cuff and pocket cleaner, Little Giant Specialties  
**LITTLE GIANT**, water spray gun, Stebbins Mfg. & Supply Co.  
**LITTLE SCOTCHMAN**, Scotch marine boilers, U. S. Hoffman Machinery Corp.  
**LITTLE WARRIOR**, metal washer, Illinois Laundry Machinery Mfg. Co.  
**LITTLE WONDER**, electric whiskbrush, American Pressboard Co., Inc.  
**LIVE OAK**, leather transmission belting, Eagle Belting & Leather Co.  
**LIXATE**, rock-salt dissolver, International Salt Co., Inc.  
**L. N. 4**, spotter and stripper, Lewis National Corp.  
**LOCK END**, trouser guards, necktie forms, Paulin Products Co.  
**LOEBL**, garment, rug dyeing, Loeb Dye Works, Inc.  
**LO-FRONT**, washer, U. S. Hoffman Machinery Corp.  
**LOGIK**, soap builder, Minnesota Chemical Co.  
**LO-HED**, hoists, car pullers, American Engineering Co.  
**LOK-RITE**, marking tags, Liberty Marking Tag Co., Inc.  
**LO-MAINTENANCE**, electric motors, Allis-Chalmers Mfg. Co.  
**LONGBOY**, laundry net, Carson Textile Co., Inc.  
**LONGLIFE**, ironer aprons, ironer ribbons, Tugue, Brown & Co.  
**LOOKOUT**, boilers, Lookout Boiler & Mfg. Co.  
**LO-SET**, high temperature mortar, Mexico Refractories Co.  
**LOSET**, stokers, Canton Stoker Corp.  
**LOSTOKER**, boiler stoker, Detroit Stoker Co.  
**LOT SYSTEM TAG-O-MATIC**, marking machine for lot system identification, Textile Marking Machine Co., Inc.  
**LOUDEN**, conveyors, cranes, hoists, Loudon Machinery Co.  
**LOW FRONT**, washers, Zephyr Laundry Machinery Co.  
**LOX-IN**, collar supports, Time Savers, Inc.  
**LOYAL**, automatic starcher, Armstrong Machinery Co.  
**LOYAL**, pressing machines, vacuum systems, starching machines, Loyal Textile Machinery Corp.  
**LT 60**, built red oil soap, Allen B. Wrisley Co.  
**LUBEFLEX**, starch aid lubricant, Hood Chemical Co., Inc., Crescent Div.  
**LUB-N-WAX**, wax, Speare Co.  
**LUBRI-KLEEN**, lubricating agent for ironers and presses, Paper Chemicals Co.  
**LUBRITEX NC**, drycleaning soap, Allen & Vickers, Inc.  
**LUBRITEX S**, drycleaning soap, Allen & Vickers, Inc.  
**LUCIDE A-20**, waterproof insecticide, Pest Control Equipment Co.  
**LUNKENHEIMER**, valves, boiler mounts, lubricators, grease cups, gauges, etc., Lunkenheimer Co.  
**LUPOGUM**, size and finishing, Jacques Wolf & Co.  
**LUSTERETTE**, portable for ironing and glazing machine, Reliable Fur Storage Equipment Co., Div. Reliable Machine Works, Inc.  
**LUSTER-ON**, fur glaze, Nycco Products Co.  
**LUSTERWADS**, soap, H. Kohnstamm & Co., Inc.  
**LUSTERWAY**, drycleaning system for franchise basis, McCleary Associates, Inc., and/or Root & Co.

**LUSTERWAY COMPOUND**, fur cleaning sawdust, Root & Co.  
**LUSTERWAY FORMULA**, fur conditioner and glaze, Root & Co.  
**LUSTERWAY SOLVENT**, fur cleaning solvent, Root & Co.  
**LUTHALL**, liquid synthetic cleaner, National Cleaners Chemical Mfg. Co.  
**LUSTRE SEAL**, floor sealing and repair material, Keystone Chemical Co.  
**LUSTRO-KLEEN**, liquid wetcleaning soap, Slater-Robbins Co., Inc.  
**LUXOL**, starch lubricant, E. F. Drew & Co., Inc.  
**LUXOR PLASTIC**, transparent garment bags, Bassett-Bag Co., Inc.

## Me

**McDONNELL**, boiler water level control, McDonnell & Miller, Inc.  
**McDONNELL & MILLER**, water controls, McDonnell & Miller, Inc.  
**McELMOY**, canvas baskets, canvas shipping hampers, canvas basket trucks, M. J. McElmoyl Co.  
**McKEE-ECLIPSE**, blowers, boiler feed and return systems, gas burners, controls, Eclipse Fuel Engineering Co.

## M

**MIF**, pipe fittings, Malleable Iron Fittings Co.  
**M-K-O**, automatic boiler feed systems, Mears-Kane-Ofeldt, Inc.  
**M. L. B.**, waterproof cemented leather belting and dressing, Milwaukee Leather Belting Co.  
**M&M**, boilers, level controls, McDonnell & Miller, Inc.  
**M. S. A.**, first-aid equipment, safety equipment, salt tablets and dispensers, Mine Safety Appliance Co.  
**MACHETH DAYLIGHTS**, color matching and daylight lamps, Macheth Corp.  
**MACHETH pH METERS**, control equipment, indicators, test kits, Macheth Corp.  
**MACHETA AIRFOIL**, industrial ventilating fans, Aerovent Fan Co.  
**MACKS AUTOMATIC SORTER**, laundry sorting machine, Triple "M" Inc.  
**MAFORCO**, fur storage equipment, racks, Market Forge Co.  
**MAGIC**, double collar support, J. W. Steele & Co.  
**MAGIC**, rug measuring table, Moore's Time-Saving Equipment Co.  
**MAGIC CORNER**, boxes, Sutherland Paper Co.  
**MAGIC INKSTICK**, ink eradicator, Nu-Pro Mfg. Co.  
**MAGIC-SEAL**, shirt bands, Century Paper Products  
**MAGLA SILVER**, cover cloth, Magla Products  
**MAGNESOL**, adsorptive filter powder, Westvaco Chemical Div., Food Machinery & Chemical Corp.  
**MAGNETROL**, liquid level controllers, Fred H. Schaub Engineering Co., Inc.  
**MAGNETTE**, circuit breakers, Heinemann Electric Co.  
**MAGNISET**, a type of free vane air-operated controller, Bristol Co.  
**MAGNUS**, cleaning materials, Magnus Chemical Co., Inc.  
**MAJESTIC**, drycleaning units, Indiana Mfg. Co., Inc.  
**MAJESTIC**, steel steam boilers, Ames Iron Works  
**MAJOR**, lubricators, Lunkenheimer Co.  
**MAMMOTH CASCADE**, laundry washer, American Laundry Machinery Co.  
**MANHATTAN**, belt hose, tank lining, Raybestos-Manhattan, Inc.  
**MANISOLV**, prespotter, Merson Products Co.  
**MANITOWOC**, drycleaning tumbler and unit, Manitowoc Engineering Corp.  
**MARATHON**, ironer tape and feed ribbons, asbestos ironer covers and pads, black nylon cloth, Benwall Mfg. Co., Inc.  
**MARCLENE**, detergent, penetrant, Marclene Chemical Products Corp.  
**MARCO**, hot-water heaters, storage heaters, feed-water heaters, oil separators, Marshall Heater Co.  
**MARCO**, racks, lighting fixtures, Cleaners Sales & Equipment Corp.  
**MARINE**, grease cups, Lunkenheimer Co.  
**MARIONETTE**, shirt bands, Marion Mfg. Co.  
**MARCOGRAPH**, marking machines, marking ink, George Steigler Co.  
**MARK-O-INK**, indelible marking ink, Mark-O Corp.  
**MARK-O-PEN**, indelible marking pen, Mark-O Corp.  
**MARK RITE**, tags, Lewis National Corp.  
**MARLEX**, corrosion inhibitor, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbide Corp.  
**MAR-MAK**, rug drycleaning machine, Mar-Mak Machinery Mfg. Co.  
**MARMON-HERRINGTON**, all wheel drive truck, Marmion-Herrington Co., Inc.

**MAROSAL**, rinsing aid, Minnesota Chemical Co., Inc.  
**MARSH**, valves, Jas. P. Marsh Corp.  
**MARSHALL'S**, spotters, Marshall Co.  
**MARTEN**, non-slip composition flooring, treads, American Abrasive Metals Co.  
**MARTINIZING**, drycleaning system, Martin Equipment Co., Div. American Laundry Machinery Co.  
**MARTIN KOLORCARDS**, direct-mail-customer control system, Reba Martin, Inc.  
**MARVA**, scrubbing soap, Marvella Corp.  
**MARVEL**, cotton padding, canvas cement, Pittsburgh Waterproof Co.  
**MARVEL**, ink remover, Keystone Aniline & Chemical Co., Inc.  
**MARVEL**, laundry, drycleaning equipment, Marvel Mfg. Co.  
**MARVEL**, marking machine, foot-powered staplers, indelible marking ink, Marvel Marking Machine Co.  
**MARVELCLEEN**, synthetic drycleaning soap, Trico Chemical Div., Tri-State Equipment Co.  
**MARVELLA**, rubber enamel, rubber glass and rubber enamel floor resurfacing materials, rubber glass and rubber paint, rug shampoo, wax and oil remover, upholstery shampoo, Marvella Corp.  
**MARVELO**, built soap powder, West Side Corp.  
**MARVELO**, drycleaning soap, Nu-Pro Mfg. Co.  
**MASONNEILAN**, steam plant equipment, Mason-Neilan Regulator Co.  
**MASS PRODUCTION CURTAIN DRYER**, 3-way curtain drier, National Dryer Mfg. Co.  
**MASTER**, drying tumblers, Hammond Laundry-Cleaning Machinery Co.  
**MASTER**, glove cleaning soap, Keystone Aniline & Chemical Co., Inc.  
**MASTER**, lint brush, Master Products Co.  
**MASTER**, presses, laundry and drycleaning equipment, Master Machinery Co.  
**MASTER**, sleeve, folder, Force Equipment Corp.  
**MASTER**, soaps, Laxco Supply Co.  
**MASTER**, valves, W. M. Chace Co.  
**MASTER-BILT**, washers, B & G Machinery Co., Inc.  
**MASTER BRAND**, hatters' equipment, supplies, Maxant Button & Supply Co.  
**MASTER CASCADE**, laundry washer, American Laundry Machinery Co.  
**MASTER CHALLENGER**, washer, Miller Laundry Machinery Co.  
**MASTER CONTROL UNIT**, steam system, Velocity Steam Production Engineering, Inc.  
**MASTER DRY CLEANER**, paste drycleaning soap, Keystone Aniline & Chemical Co., Inc.  
**MASTER KING**, net pins, Keyes-Davis Co.  
**MASTER SEAL**, self-seal shirt bands, Package Masters, Inc.  
**MASTER SELF-SEAL**, shirt bands for advertising messages, Package Masters, Inc.  
**MATCHLESS**, flatwork ironers, Prosperity Co., Inc.  
**MATCHLESS**, monorail trolley, Chisholm-Moore Hoist Corp.  
**MATEER**, extractors, Western Laundry Machinery Co.  
**MAXANT MASTER**, pleating machine, Maxant Button & Supply Co.  
**MECLASOL**, washroom detergent, Carlton Chemical Co., Inc.  
**MECOLOID**, colloidal clay compound, H. Kohnstamm & Co., Inc.  
**MEHL**, transparent bags, Mehl Mfg. Co.  
**MEMO TAGS**, pre-printed instruction tag, Larton Products Co., Inc.  
**MENDEX**, tabs and tapes for repairing, marking, Mendex Corp.  
**MEND-MASTER**, machines for applying tabs or tabs, Mendex Corp.  
**MENTOR BEADS**, synthetic detergent, Colgate-Palmolive-Peet Co.  
**MERASOL**, drycleaning soap, R. R. Street & Co., Inc.  
**MERCO-BRITE**, fluorescent dye, Merchants Chemical Co.  
**MERCURY**, petroleum cleaning systems, filters, tumblers, Mercury Cleaning Systems, Inc.  
**MERCURY**, presses, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
**MERCURY**, soaps, detergents, Theobald Industries  
**MERMAID**, break powder, Los Angeles Soap Co.  
**MERSON**, soaps, strippers, Merson Products Co.  
**MERTEX**, drycleaning soap, Merson Products Co.  
**METALASTIC**, packings, Metalastic Mfg. Corp.  
**METALATE**, laundry chemical, Diamond Alkali Co.  
**METEOR**, electric hoist, Chisholm-Moore Hoist Corp.  
**METRO**, delivery truck bodies for light, bulky loads, Metropolitan Body Co., Inc.  
**METSO**, detergents, Philadelphia Quartz Co.  
**METSO 88**, rug cleaner, Philadelphia Quartz Co.  
**METSO 55**, silicate-type cleaner, Philadelphia Quartz Co.  
**METSO GRANULAR**, sodium metasilicate, Philadelphia Quartz Co.  
**METSO 99**, sodium sesquiosulfate, Philadelphia Quartz Co.  
**MEXICAST**, plastic refractory concrete, Mexico Refractories Co.  
**MEX-LOX**, jointing material, Mexico Refractories Co.  
**M-5**, insulating firebrick, Mexico Refractories Co.

## TRADE NAMES

MICRO-KLEAN, filters, Cuno Engineering Corp.  
MICROMET, rust and corrosion preventative, Calgon, Inc.  
MIDCO, flameproofing agent, Merson Products Co.  
MIDGET, continuous towel cabinet, Steiner Sales Co.  
MIDGET, controls, Morehead Mfg. Co.  
MIDGET, static eliminator for industrial machinery, Sunco Co.  
MIDGET KING, marking pins, Keyes-Davis Co.  
MIDGET-MATIC, laundry washers, Hammond Laundry-Cleaning Machinery Co.  
MIDGET PERFECTION MARKER, marking machine, Perfection Marking Machine Co.  
MIDOFORM, all-around spotter, Merson Products Co.  
MIDWEST, stainless steel washer, Mid-West Machine & Tool Co.  
MILCO, colorback (for restoring color to faded fabrics), shampoo, A. O. Miller & Co.  
MILDEW-CHEK, mildew preventative, Chek Products, Inc.  
MILDEX, mildewicide, Patek & Co.  
MILDUSIZE, drycleaning mildew preventative, Cidez Corp.  
MILLER, laundry washers, Miller Laundry Machinery Co.  
MILLER, lighting fixtures, Miller Co.  
MILLICAL, calcium carbonate, Diamond Alkali Co.  
MILLSPRAY, insecticide, Keystone Chemical Co.  
MILNOR, laundry, drycleaning extractors, washers, Pellerin Milnor Corp.  
MILO, drycleaning paste soap, R. R. Street & Co., Inc.  
MINCO, soaps, Minnesota Chemical Co.  
MINIATURE SLEEVES, sleeve formers, Wichita Precision Tool Co., Inc.  
MINI-LINE, pneumatic indicators and controls, Bailey Meter Co.  
MIN-IT-SOL, drycleaning soap, Murphy Sales Co.  
MINUTE MAN, extractor, presses, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
MINUTE MAN, JR., tumblers, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
MIRZA, rug cleaning system and machine, rug duster, rug dryroom conveyor, rug drying unit, rug wringer, American Laundry Machinery Co.  
MITCO, drycleaning washer, tumblers, J. B. Mitchell Co.  
MIZON, rug cleaning detergent, Fumol Corp.  
MKAYO, boilers for oil firing, Mears-Kane-Ofeldt, Inc.  
MOBILE HAMPER, clothes cart, R. B. Smith Co.  
MOBILMARKER, storage bin, marking hopper and marking table, G. H. Bishop Co.  
MOCO, drycleaning soap, fabric deodorant, liquid wetcleaner, spotter, dye pads, Package Chemical Co., Inc.  
MODINE, unit heaters, coolers, Modine Mfg. Co.  
MOELLER, recorders, thermometers, Moeller Instrument Co.  
MOFLEX, tire rebuilding and repair materials, Mohawk Rubber Co.  
MOGRIP, tire recapping stock, tire rebuilding materials, Mohawk Rubber Co.  
MOKUM, tire recapping stock, tire rebuilding materials, Mohawk Rubber Co.  
MOHAWK, padding, Egan Cotton Mills  
MOHAWK, power-driven scraper for removing soot from inside boiler tubes, Brunt Mfg. Co.  
MOHAWK, tallow soap chips and powder, Swift & Co.  
MOHAWK, tire recapping stock, tire repair materials, Mohawk Rubber Co.  
MOLAFORM, stain remover, Package Chemical Co., Inc.  
MONAD G, neutral synthetic detergent, Colgate-Palmolive-Peet Co.  
MONARCH, synthetic solvent drycleaning machine, Dettex Corp.  
MONARCH, washer, American Laundry Machinery Co.  
MONARCH, wire staples, Vail Mfg. Co.  
MONEL, alloy of nickel and copper, International Nickel Co.  
MONELLO, Monel pads for overall presses, Resilio Co.  
MONEX, extractor, American Laundry Machinery Co.  
MONITE, insured mothproofing, Monite Co., Inc.  
MONOBLOCK, close-coupled centrifugal pumps, Worthington Pump & Machinery Corp.  
MONO-CHROME, chrome base plastic refractory, Mexico Refractories Co.  
MONO-FABRIK, plastic firebrick, Mexico Refractories Co.  
MONO-LINE, plastic firebrick, Quigley Co., Inc.  
MONOPOLE OIL, sulphonated oils, Jacques Wolf & Co.  
MONOWASH, package laundry unit, U. S. Hoffman Machinery Corp.  
MONTPELLIER, truck bodies for laundry and linen supply delivery, Montpelier Mfg. Co.  
MOORE, autographic register, Moore Business Forms, Inc.  
MOORE, trolley conveyor, Chisholm-Moore Hoist Corp.  
MOORES OCTOCLENE, rug cleanser, Moore's Time Saving Equipment Co.  
MO-REX, dry press firebrick, Mexico Refractories Co.  
MORHEAT, boiler and steam generators, Morheat Sales Co.  
MORLEX, corrosion inhibitor for boiler water and steam, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.

MOROCCO, rug sizings, National Starch Products, Inc.  
MORSE, drum plug wrench, drum dispensing racks, bottle tipplers, drum hand trucks, Morse Mfg. Co., Inc.  
MORMOTHE, triple-strength crystal and spray insecticide, Morthemoto Chemical Laboratories  
MOTH-ASEPTIC, mothproofing germicide, Permaseptic Corp.  
MOTH-CHEK, mothproofing agent, Chek Products, Inc.  
MOTHPROOFITE, insecticide, mothproofing concentrate, Morthemoto Chemical Laboratories  
MOTH-SAN, mothproofing agent, Huntington Laboratories, Inc.  
MOTH SEAL, storage bags, Lincoln Bag Co., Inc.  
MOTH SECTOR, dual-action moth spray, Fumol Corp.  
MOTOPUMP, water supply pump, Yeomans Bros. Co.  
MOTOR PUMP, solvent and water pump, Ingersoll-Rand Co.  
M. P. 189, wetting and dispersing agent, Lewis National Corp.  
MRS. STEWART'S, liquid bluing, Luther Ford & Co.  
M-26, M-23 and M-20, insulating firebrick, Mexico Refractories Co.  
MULSOLITE, lubricant, spotter, penetrant, R. R. Street & Co., Inc.  
MULSOL-K, overall cleaner, Laundry Chemicals Co.  
MULTIBRAID, braided metallic filter cloth, Multi-Metal Wire Cloth Co., Inc.  
MULTI-CLEAN, rug scrubbing equipment, rug and upholstery shampoo, Multi-Clean Products, Inc.  
MULTI-CUSHION, felt padding, Pittsburgh Waterproof Co.  
MULTIFLEX, calcium carbonate, Diamond Alkali Co.  
MULTIGRAPH, hand-operated duplicating machine, Addressograph-Multigraph Corp.  
MULTIGRIP, floor plates, U. S. Steel Co.  
MULTILEAF, filter leaves, Multi-Metal Wire Cloth Co., Inc.  
MULTITHERM, air-conditioning units, Clarage Fan Company  
MULTI-V DRIVE, V-belt drives and sheaves, Worthington Pump & Machinery Corp.  
MUND'S, inclined water tube boiler, Mund Boilers, Inc.  
MURCO, unit heaters, D. J. Murray Mfg. Co.  
MUROZA, feather cleaning and sterilizing system, American Laundry Machinery Co.  
MURPHY'S drycleaning soaps, oil soaps, Phoenix Oil Co.  
MW 50, asbestos furnace cement, Philip Carey Mfg. Co.  
MYRO, water softeners, Hungerford & Terry, Inc.  
MYSTRON, drycleaning unit, U. S. Hoffman Machinery Corp.

## N

N-C, staples, stapling machines, Neva-Clog Products, Inc.  
N.C.S., drycleaning soap, National Cleaners Chemical Mfg. Co.  
N-I, plastic impregnated tags, ink, Wm. J. Nicholson Laboratories  
N-M-D, globe, angle, check and quick operating valves, Lukenheimer Co.  
N. P., stain remover, Nu-Pro Mfg. Co.  
N-R-G, enzymic digester, George E. Mead Co.  
NACCONOL, synthetic organic detergent, National Aniline Division, Allied Chemical & Dye Corp.  
NAIROIL, small oil burners, National Airoil Burner Co., Inc.  
NAJORT, laundry washers, R. Ewing & Sons, Inc.  
NALCITE, resinous, ion exchangers, National Aluminate Corp.  
NALCO, heating units for driers, North American Electric Lamp Co.  
NALCO, water-treatment chemicals, National Aluminate Corp.  
NALOX, nail polish remover, Warco Laboratories  
NAMCO, boiler compound, dry and wet water repellents, fabric finishing compounds, Namco Chemical Corp.  
NAMICO, alkali compounds, laundry silk and woolen soap, National Milling & Chemical Co.  
NAPOLINE PASTE FILTER SOAP, drycleaning soap, Keystone Aniline & Chemical Co., Inc.  
NAPNEPTIC, 40, E. F. Drew & Co., Inc.  
NAPSOAP 40, 60, laundry soaps, E. F. Drew & Co., Inc.  
NAPSOD, alkali compound, special detergents, E. F. Drew & Co., Inc.  
NAPSOLV, spotting agent, E. F. Drew & Co., Inc.  
NAPSO, medium-titer powdered built soap, E. F. Drew & Co., Inc.  
NAPSO 22, oil built soap, E. F. Drew & Co., Inc.  
NAPSOUR, 40, E. F. Drew & Co., Inc.  
NAPSUDS, rug and carpet soap, E. F. Drew & Co., Inc.  
NAPTEX, oil built soap, E. F. Drew & Co., Inc.  
NAPHOLE, alkali compound, special detergents, E. F. Drew & Co., Inc.

NAPHOLE, ironer oil, E. F. Drew & Co., Inc.  
NAPHOLE B, medium-high pH detergent, E. F. Drew & Co., Inc.  
NAPNONE, complete laundering detergent, E. F. Drew & Co., Inc.  
NAPWAX, ironer wax, E. F. Drew & Co., Inc.  
NASHUA, double-face flannel, Nashua Textile Co.  
NASHUA, package sealing machine, Nashua Package Sealing Co.  
NATCO, instantaneous indirect-fired water heaters, National Combustion Co.  
NATIONAL, boiler seam protector, National Boiler Protector Co.  
NATIONAL, cash registers, accounting machines, National Cash Register Co.  
NATIONAL, driers, stretchers, drying cabinets, tumblers, National Dryer Mfg. Co.  
NATIONAL, identification systems, labels, seals, price lists, tags, National Tag & Label Corp.  
NATIONAL, marking equipment, marking ink, belt conveyors, National Marking Machine Co.  
NATIONAL, soot remover and rust-preventative treatment, National Chemical Sales Co., Laboratory, Inc.  
NATIONAL AIROIL, oil burners and gas burners, National Airoil Burner Co.  
NATIONAL LANG, listing machines, National Marking Machine Co.  
NATIONAL REWEAVING SERVICE, reweaving equipment, Wonder Weavers  
NATIONAL TAYPER, sealing machine, Nashua Package Sealing Co., Inc.  
NATIONAL TRUCK LEASING SYSTEM, truck leasing and rental services, National Truck Leasing System  
NAT-MAR-CO, marking-machine supplies, National Marking Machine Co.  
NEAT'S OIL, belt dressing, Webb Belting & Supply Co.  
NEBULYTE, oil-gas burner, Anthony Co.  
NECCHI, sewing machines, Necchi Sewing Machine Sales Corp.  
NEET, printed crush-proof shirt packaging, Market Industries Co., Inc.  
NEET, shirt package, Patek & Co.  
NEM-A, shirt-folding machine, J. W. Steele & Co.  
NEO-SHINE, wax, Huntington Laboratories, Inc.  
NEOTEX, specialty soap, Turco Products, Inc.  
NEPTUNE, leather belt cement, Graton & Knight Co.  
NE-TO, starch, A. E. Staley Mfg. Co.  
NEUTRACIDE, sour, Lewis National Corp.  
NEUTRA-LENE, deodorant neutralizer, Davies-Young Soap Co.  
NEUTRA LUSTRE, for rug cleaners, Standard Chemical Works Co.  
NEUTRASOL, synthetic detergent, Lewis National Corp.  
NEUTRASUDS, flake or powder, high-titer tallow soap compound, E. F. Drew & Co., Inc.  
NEUTRATAX, sour, Lewis National Corp.  
NEUTRATIN, sour, Lewis National Corp.  
NEUTRO, sour, Turco Products, Inc.  
NEUTROGEN, sour, Lewis National Corp.  
NEUTRONAP, sour, E. F. Drew & Co., Inc.  
NEUTROPHOR, laundry neutralizer and whitener, Carlton Chemical Co., Inc.  
NEUTROSOAP, neutral laundry soap, Carlton Chemical Co., Inc.  
NEUTROTONE, detergent, Endriss Chemicals, Inc.  
NEVA-CLOG, stapling machines, wire staples, Neva-Clog Products, Inc.  
NEVA-SLIP, pants clip, Commercial Tag Co.  
NEVASTANE, lubricant, Keystone Lubricating Co.  
NEVER-SLIP, collar protectors, Phoenix Products Co.  
NEVERSLIP, tie hangers, Memphis Hanger Co. & Pittsburgh Hanger Co.  
NEVERSTRETCH, feed ribbon, Southern Mills, Inc.  
NEW DEPARTURE, ball, radial and thrust bearings, New Departure, Div. General Motors Corp.  
NEWHOUSE, spotting guns, brushes, counter racks, sleeve formers, press pad, spotting noses, sleeve boards, wetcleaning aprons, Newhouse Co.  
NEWMAN, watchmen's clocks, Detex Watch-clock Corp.  
NEW-MATIC, presses, New York Pressing Machinery Corp.  
NEW NO. 30 CLEANER, fur cleaner, Nycco Products Co.  
NEW YORKER, drycleaning, laundry presses, New York Pressing Machinery Co.  
NIAGARA, chemical, oil and water meters, Buffalo Meter Co.  
NIAGARA, filter screens, Niagara Filter Corp.  
NICE, ball and thrust bearings, Nice Ball Bearing Co.  
NICHOLSON, strainers, floats, traps, W. H. Nicholson & Co.  
NILES, steel drums, Republic Steel Corp.  
9000 SERIES, steel-framed two-wheel hand trucks, Fairbanks Co.  
NI-ROD, electrode for machinable welds, International Nickel Co., Inc.  
NISSSEN, dye and bleach resistant color-marking and writing tube, John F. Nissen, Jr., Co.  
NO-BAK, ironer, Zephyr Laundry Machinery Co.  
NO-CHLOR, spotting agent, Nu-Pro Mfg. Co.  
NO-DARN, mending iron, No Darn Co.  
NO-EFFORT, handkerchief and napkin press and handkerchief buffer, American Laundry Machinery Co.

NOEX, petroleum solvent drycleaning unit, drycleaning tumbler, American Cleaners Equipment Co., Div. American Laundry Machinery Co.  
 NO-FLAM-O, flame-proofing for fabrics, Namco Chemical Corp.  
 NOKORODE, drycleaning, laundry press pads, Fullo Corp.  
 NO-KRUSH, garment carrier, U. S. Hoffman Machinery Corp.  
 NOLA TOILET SOAP, soaps, Iowa Soap Co.  
 NO LAX, spotting agent, Warco Laboratories  
 NO LINT, fabric preservatives and conditioner for linen supplies, Namco Chemical Corp.  
 NO-MAR TREATMENT, stain and water repellent, Paper Chemicals, Inc.  
 NO-MIX, bundle separators, Rosenthal Mfg. Co.  
 NO-MIX, identification system, Checking System Co.  
 NOMOLD, mold preventative, H. Kohnstamm & Co. Inc.  
 NON-CRUSH, shirt carriages, Time Savers, Inc.  
 NON-FER-AL, calcium carbonate, Diamond Alkali Co.  
 NON-IONIC, fabric conditioner, Namco Chemical Corp.  
 NON-SHIFT, wire garment hanger, Para-Lux Products Co.  
 NON-SKID, floor tiles, Virginia Greenstone Co., Inc.  
 NON X.L., water repellent, Boston Clip & Tag Co.  
 NORCO, meters, timers and control devices, Norman Control Co.  
 NORIT, activated carbon, L. A. Salomon & Bro.  
 NORTH STAR, fur cleaning compound, Walter Haertel Co.  
 NORUST, laundry sour, Washine National Sands, Inc.  
 NOR-WIL, press covers, asbestos covers, Norton & Williams, Inc.  
 NORWOOD CASCADE, washer, American Laundry Machinery Co.  
 NO-SNAG, laundry marking fountain pen, Cleaners Specialties Supplies Co.  
 NOSOK, non-enzyme digester, spot remover, George E. Mead Co.  
 NO STARCH, fabric conditioner and finishing aid for shirt landmarks, Namco Chemical Corp.  
 NO-STRING MARK, tape device for flatwork presses, Rosenthal Mfg. Co.  
 NOTASTANE, lubricant, Keystone Lubricating Co.  
 NO-THREAD, compression fittings, Dresser Mfg. Div., Dresser Industries, Inc.  
 NOTRUX, mechanical loading and unloading extractor, American Laundry Machinery Co.  
 NO-VENT, boiler return system, David Stout & Sons Co.  
 NUCHLOR, chloroform substitute, Nu-Pro Mfg. Co.  
 NU-CLEANING, synthetic drycleaning unit, U. S. Hoffman Machinery Corp.  
 NU-COAT, glove and leather finish, National Cleaners Chemical Mfg. Co.  
 NU-DE, leather dye, Nu-Pro Mfg. Co.  
 NU-FLU, laundry sour, Johnson Chemical Industries, Inc.  
 NU-FLUO, economy sour, Johnson Chemical Industries, Inc.  
 NU-FLUO EXTRA, sour for high bicarbonate water, Johnson Chemical Industries, Inc.  
 NU-LUS, leather dressing, neutral, Nu-Pro Mfg. Co.  
 NUMBERTETTE, hand numbering machine, American Numbering Machine Co.  
 NUMBER 5, 11, 33, blues, Lewis National Corp.  
 NUMBER 4, blue, stripper, Lewis National Corp.  
 NUMBER 44, blue, Minnesota Chemical Co.  
 NUMBER 209, general formula, R. R. Street & Co., Inc.  
 NU-NAP, rug cleaner, Certified Chemical & Equipment Co.  
 NUODEX 87, mildew preventative, Nuodex Products Co., Inc.  
 NU-PAL, lint remover, Perma Products Co.  
 NU-PRO, ink and stain remover stick, Nu-Pro Mfg. Co.  
 NU-SHEEN, dyeing service, Omaha Dye Works  
 NUSHEEN, special alkali compounds, Spare Co.  
 NU-SO, detergent, Nu-Pro Mfg. Co.  
 NU-SOL, soap builders, Thompson-Hayward Chemical Co.  
 NUSOLVO, spotting agent, Nu-Pro Mfg. Co.  
 NUSUEDE, suede finishes, Eaton Chemical & Dyeing Co.  
 NU-TEX, drycleaning soap, Nu-Pro Mfg. Co.  
 NU-TEX-TIZE, drycleaning detergent, Nu-Life Mfg. Co.  
 NUTRA SUDS, neutral soap flakes, E. F. Drew & Co., Inc.  
 NUTROL, synthetic wetcleaner, Keystone Aniline & Chemical Co., Inc.  
 NUTRONAP, sour, E. F. Drew & Co., Inc.  
 NUTTING, floor trucks, casters, wheels, Nutting Truck & Caster Co.  
 NU-WAY, liquid filter soap, Davies-Young Soap Co.  
 NU-WOOD, insulation board, Wood Conversion Co.  
 NYCCO, moth preventatives, Nycco Products Co.  
 NYCCO, prepared fur dyes, Nycco Products Co.  
 NYLCOT, laundry net, Southern Mills, Inc.  
 NYL-EON, nylon covers and cloth, G. S. Robins & Co.  
 NYLO, filter and laundry bags, press covers and cloth, X. S. Smith, Inc.  
 NYLO-DUK, "Hydraxor" slings, F. H. Bonn Co.

NYLONETS, nylon laundry nets, X. S. Smith, Inc.  
 NYLOTEX, nylon press covers, X. S. Smith, Inc.  
 NYLSEW, nylon sewing thread, Hemmway & Bartlett Mfg. Co.  
 NYOTEX, cotton-nylon nets, R. Lally Co.  
 NYTEX, press pads and covers, R. Lally Co.  
 NY-WUL, press covers, Stadham Co., Inc.

## O

O.I.C., all types valves, Ohio Injector Co.  
 O.T., laundry-drycleaning extractors, American Cleaners Equipment Co., Div. American Laundry Machinery Co.  
 OAKITE, detergents, Oakite Products, Inc.  
 OAKITE COMPOUND NO. 32, scale and rust remover, Oakite Products, Inc.  
 OAKITE PENETRANT, detergent, Oakite Products, Inc.  
 OASIS, drinking-water cooler, Ebco Mfg. Co.  
 OBARK, leather belting, waterproof leather belting, Charlotte Leather Belting Co.  
 OBLITO, stain remover, H. Kohnstamm & Co., Inc.  
 O'BRIEN, water storage heaters, O'Brien Steam Specialty Co., Inc.  
 OCCO, extractor baskets, Ohio Centrifugals Co.  
 OCTA-CLENE, rug cleanser, Moore's Time-Saving Equipment Co.  
 ODO-STICK, garment odor remover in stick form, Nu-Pro Mfg. Co.  
 OFELDT, boiler, Mears-Kane-Ofeldt, Inc.  
 OILGO, concentrated spotting agent, Garman & Co., Inc.  
 OILITE, self-lubricating bearings, machine parts, Amplex Div., Chrysler Corp.  
 OIL-KLEEN, oil remover, Kern Laboratories  
 OIL-MIST, automatic lubrication systems, Alemite Div., Stewart-Warner Corp.  
 OIL-RITE, oil cups, oilers, Oil-Rite Corp.  
 O.K. CORN STARCH, corn starch, Hubinger Co.  
 OLATE FLAKES, low-titer soap, Procter & Gamble Distributing Co.  
 OLIVE G, soap, Stadham Co., Inc.  
 OLIVESCO, detergent, Cowlex Chemical Co.  
 OLIVITO, toilet soaps, Allen B. Wrixley Co.  
 OLSENMARK, marking inks, marking machinery, stamping presses, OlsenMark Corp.  
 OLSON, pressure filters, solvent stills, Olson Filtration Engineers, Inc.  
 OLSON KURB SIDE, aluminum package delivery body, J. B. E. Olson Corp.  
 OLYMPIC, extractor, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
 OMNI-SOUR, laundry sour, Carlton Chemical Co., Inc.  
 140-F, safety petroleum drycleaning equipment, U. S. Hoffman Machinery Corp.  
 ONE-LAY, shirt finishing machine, J. W. Steele & Co.  
 ONE SHOT, writing ink remover, Eaton Chemical & Dyeing Co.  
 ONE-SPOT, scale, Toledo Scale Co.  
 132, starch, A. E. Staley Mfg. Co.  
 \$1000.00 GUARANTEED, insecticides, B. Heller Co.  
 ON-THE-SPOT, synthetic drycleaning equipment, A. B. Temple Co.  
 OPALOID, buttons, Stadham Co., Inc.  
 OPENETS, laundry nets and fabrics, Davis Mills Inc.  
 OPEN-TOP, extractors, Prosperity Co., Inc.  
 OPERATIVE TI-ME-TER, time signals, visual, audible equipment control, Bidwell Mfrs.  
 OPTO-MATIC, constant lever oilers, Trico Fuse Mfg. Co.  
 ORR, wool padding, Orr Felt & Blanket Co.  
 ORTHOLATE, laundry chemical, Diamond Alkali Co.  
 ORTHOSILICATE, detergent, Diamond Alkali Co.  
 ORVUS, wetcleaning detergent, Procter & Gamble Distributing Co.  
 ORVUS EXTRA GRANULES, synthetic detergent, Procter & Gamble Distributing Co.  
 ORVUS W. A. PASTE, wetcleaning detergent, Procter & Gamble Distributing Co.  
 OSPECO, concentrated drycleaning soap, Oil States Petroleum Co., Inc.  
 O SPOTTER, stain remover, H. Kohnstamm & Co., Inc.  
 OUSHERS, package insert, Allied Printing & Stationery Co., Inc.  
 OXALATE-A, soaps, Standard Chemical Works Co.  
 OXYFUME, fumigant, Carbide & Carbon Chemical Corp., Unit of Union Carbide & Carbon Corp.  
 OZITE, insulation, laundry felt, American Hair & Ht. Co.  
 OZONITE, built soap, Procter & Gamble Distributing Co.

## P

PB, laundry marking tags, Boston Clip & Tag Co.  
 P.D.Q., detergent, Nu-Pro Mfg. Co.  
 P.F.S., soap, Nu-Pro Mfg. Co.  
 P.L.U., variable speed changers, Link-Belt Co.

P.M., built soap, Thompson-Hayward Chemical Co.  
 P-R, colorless paint and varnish remover, Caled Products Co., Inc.  
 PAASCHE, airbrushes, air painting equipment, Paasche Airbrush Co.  
 PACE, chlorinated solvent soap, Caled Products Co., Inc.  
 PACIFIC, borax and sodium sesquicarbonate, Columbia-Southern Chemical Corp.  
 PACIFIC, sour bluing, Beach Soap Co.  
 PACKLESS, flexible hose, couplings, Packless Metal Hose Inc.  
 PADRIGHT STEEL WOOL PADDING, press and ironer pads, padding, Padright Co.  
 PAINT-CATER, paint remover, W. F. Johnson Products Co.  
 PAINT-SOLV, paint remover, Huntington Laboratories, Inc.  
 PAISLEY, general line adhesives, Paisley Products, Inc.  
 PAK-AGE-KART, packaged work transporter, G. H. Bishop Co.  
 PAK-RITE, plastic garment bags, cedarized and plain combination bags for shirts, ties, gloves, sweaters, hats, etc., Pak Rite Flexible Packaging Co.  
 PAK-TITE, compound, American District Steam Co., Inc.  
 PALM, palm oil soap, Swift & Co.  
 PALMETTO, cotton belting, Victor Balata & Textile Belting Co.  
 PALMOIL, soap, Rome Soap Mfg. Co.  
 PALM ROSE, soaps, Iowa Soap Co.  
 PAMCO, straight pins, Risdon Mfg. Co.  
 PANAREX CO., recorder, Permutit Co.  
 PANTEX RHODES NATIONAL HATTER, hat blocking machine, Pantex Mfg. Co.  
 PANTS HORSE, trouser rack, R. B. Smith Co.  
 PAPER-STRUT, garment hanger, Star Service Hanger Div., L. A. Young Spring & Wire Corp.  
 PAIRLOH, water heaters, Davis Engineering Corp.  
 PARAGENE, stripper, Eaton Chemical & Dyeing Co.  
 PARAGON, gas engine lubricators, Lunkenheimer Co.  
 PARALATE, alkali compound, Diamond Alkali Co.  
 PARAMOUNT, garment, trouser bags, hanger covers, Mutual Paper Box Co., Inc.  
 PARA-SEAL, hanger cover, Para-Lux Products Co.  
 PARAZOLE, spot remover, Eaton Chemical & Dyeing Co.  
 PARAZYME, digestive agent, enzyme spotting, Garman & Co., Inc.  
 PARIS, steam-air garment finisher, Garment Finishing Equipment Corp.  
 PARIS CONVERTIBLE, steam-air finishers, Garment Finishing Equipment Corp.  
 PARISIAN, sleeve former, U. S. Hoffman Machinery Corp.  
 PARIS MASTER FINISHER, steam-air garment finisher, Garment Finishing Equipment Corp.  
 PARKER, industrial boilers, Sild E. Parker Boiler Mfg. Co., Inc.  
 PARMELLE, wrench, Walworth Co.  
 PARNOL, detergent, Jacques Wolf & Co.  
 PAROL, special alkali compounds, Spare Co.  
 PARR, typewriter keys, rubber fingertips, Speed Products Co., Inc.  
 PARROT, binder clips, Speed Products Co., Inc.  
 PAR-X, stain remover, H. Kohnstamm & Co., Inc.  
 PATCH MASTER, repair cloth kits, R. D. Busard & Son  
 PATEXPAC, printed garment bags, shirt envelopes, Patek & Co.  
 PATINEX, upholstery shampoo, cleaning compound, Mortemoth Chemical Laboratories  
 PATINEX FURLIFE, fur shampoo, cleaning compound, Mortemoth Chemical Laboratories  
 PATRICK, steam iron, Lawrence M. Stein Co.  
 PATROL, watchmen's clocks, Detex Watch-clock Corp.  
 PATTERSON-KELLEY, condensers, coolers, Patterson-Kelley Co., Inc.  
 PAWNEE, alkali soap builder, Wyandotte Chemicals Corp.  
 PAY-TEX, drycleaning soap for synthetic solvent systems, Patek & Co.  
 PAYTEXOL, oil, paint and grease remover, Patek & Co.  
 PC 450, neutral vegetable potash soap, E. F. Drew & Co., Inc.  
 PEABODY, gas, oil, coal burners, air heaters, Peabody Engineering Corp.  
 PEARL, built soap, flake and granulated, Colgate-Palmolive-Peet Co.  
 PEELOCITE, protective coating for metal parts, Watson Standard Co.  
 PEEPLESS, laundry cover cloth, two-ply cover duck, Thomaston Mills  
 PEEPLESS, pumps, Peepless Pump Div., Food Machinery Corp.  
 PEEPLESS, scales, Triner Scale & Mfg. Co.  
 PEEPLESS BEACON, laundry marking tags, Boston Clip & Tag Co.  
 PEET, white laundry bar soap, Colgate-Palmolive-Peet Co.  
 PEE-VEE, lacquer remover, Riverside Mfg. Co.  
 PELATONE, fur cleaning and finishing compound, Garman & Co., Inc.  
 PELLERIN-MILNOR, laundry, drycleaning extractors, Pellerin Milnor Corp.  
 PENBRUE, alkaline detergent, Pennsylvania Salt Mfg. Co.  
 PENETEX, detergent, Stadham Co., Inc.



# TRADE NAMES

**PENETRO**, jet-action cleaning process, M. Blau Mfg. Co.  
**PENETRO**, marking ink, National Marking Machine Co.  
**PENETROIL**, grease solvent, H. Kohnstamm & Co., Inc.  
**PENETRON**, glue solvent, Better Packages, Inc.  
**PENETRON**, starch, H. Kohnstamm & Co., Inc.  
**PENLO**, engine lubricator, Lunkenheimer Co.  
**PENNANT**, drycleaning soap, Davies-Young Soap Co.  
**PENNSYLVANIA**, tires, tubes, batteries, Pennsylvania Rubber Co.  
**PENOXONE**, bleach, Pennsylvania Salt Mfg. Co.  
**PENSAL**, alkaline detergent, Pennsylvania Salt Mfg. Co.  
**PENSAL-B**, alkaline detergent, Pennsylvania Salt Mfg. Co.  
**PENSAL-M**, alkaline detergent, Pennsylvania Salt Mfg. Co.  
**PENSAL-O**, alkaline detergent, Pennsylvania Salt Mfg. Co.  
**PENSO**, spotting agent, A. L. Wilson Chemical Co.  
**PEN-TRATE**, spotting aid, Kennedy Products Co.  
**PEPO**, prespotter, Stadham Co., Inc.  
**PEPSOL**, drycleaning filter soap, A. F. Wolfe Co.  
**PER**, automatic drycleaning unit, Vic Cleaning Machine Co.  
**PERCHLORON**, bleach, Pennsylvania Salt Mfg. Co.  
**PERCHLOR 600**, drycleaning unit, Manitowoc Engineering Corp.  
**PERCLEN**, drycleaning solvent, E. I. du Pont de Nemours & Co., Inc.  
**PERDOL**, sodium perborate monohydrate, E. I. du Pont de Nemours & Co., Inc.  
**PERFECT**, wheat starch, Keever Starch Co.  
**PERFECTA**, steam and air spotting gun, Florian J. Hyman  
**PERFECTION**, corn starch, Huron Milling Co.  
**PERFECTION**, reducing valves, American District Steam Co., Inc.  
**PERFECTION**, staple tags, Tagit Co.  
**PERFECTION**, white neutral soap, Beach Soap Co.  
**PERFECTO**, synthetic powder, National Cleaners Chemical Mfg. Co.  
**PERFECT WHEAT**, laundry starch, Keever Starch Co.  
**PERFEX**, controls and regulators, gauges, Perfex Corp.  
**PERFEX**, press pads, Resillo Co.  
**PERK**, synthetic drycleaning machine, Pantex Mfg. Co.  
**PERKIOR**, synthetic solvents, Dow Chemical Co.  
**PERLITE**, soap builder, H. Kohnstamm & Co., Inc.  
**PERMAFIBER MARKING**, fiber material for manufacturing laundry and drycleaning tags, Permafiber Corp.  
**PERM-A-KLEEN**, perchlorethylene solvent, Dextex Corp.  
**PERMA-MARKER**, marking kit, Wm. J. Nicholson Laboratories  
**PERMA-NET-MARKERS**, identification tags, Sparex Co.  
**PERMA-NETS**, rubber washing nets, Sparex Co.  
**PERMANITE**, acid- and alkali-resisting flooring, Maurice A. Knight  
**PERMAPROOF**, flameproofing agent, B. F. Goodrich Co.  
**PERM-ASEPTIC**, germicide, fungicide antiseptic, Perm-Aseptic Corp.  
**PERM-A-TEX**, nylon press covers, X. S. Smith, Inc.  
**PERMATIZED**, marking tags and tape, indelible marking ink, Wm. J. Nicholson Laboratories  
**PERMO**, flameproofing, mothproofing agent, Perma Products Co.  
**PERMOROND**, rubber-lined tanks, pipe and pipe fittings, U. S. Rubber Co.  
**PERMOPAD**, pads for handkerchief ironer, Resillo Co.  
**PERMOTEX**, nylon press covers, X. S. Smith, Inc.  
**PERMUTIT**, water softeners, filters, Permutit Co.  
**PERMUTIT Q**, ion exchanger, water conditioner, Permutit Co.  
**PERONE**, hydrogen peroxide, E. I. du Pont de Nemours & Co., Inc.  
**PERSONALIZED**, garment bags, Bassenfoss Bag Co., Inc.  
**PERSPIR-X**, perspiration remover, Paper Chemicals, Inc.  
**PETAL SMOOTH**, starch, Clinton Foods Inc.  
**PETRO**, oil burners, pumps and heaters, water heaters, Petroleum Heat & Power Co.  
**PETRYN**, oil, paint and grease remover, Patek & Co.  
**PFARR**, sewing machines, Pfaff Sewing Machine Sales Co.  
**PHENIX**, cotton and nylon press covers, Phenix Supply Co.  
**PHILABELT PRESERVATIVE**, belt dressing, Philadelphia Belting Co.  
**PHILOCO**, storage batteries, Pyleno Corp.  
**PHOENIX "SELF STICK"**, shirt bands, Phoenix Products Co.  
**PHOTOSWITCH**, timers, pilot relays, controls, Photoswitch, Inc.  
**PHOTRONIC**, photoelectric cell, Weston Electrical Instrument Corp.  
**pH-PLUS**, borate alkali for water softening, Matheson Chemical Corp.  
**PIAZZA**, conversion and synthetic drycleaning systems, Piazza Engineering Co.  
**PICK**, water heaters, Pick Mfg. Co.

**PICRIN**, volatile spotting compound, R. R. Street & Co., Inc.  
**PIEDMONT**, leather belting, waterproof leather belting, Charlotte Leather Belting Co.  
**PILOT**, non-waterproof belt cement, Webb Belting & Supply Co.  
**PILOTION**, air-operated pilot, Bailey Meter Co.  
**PINLUB**, wetcleaning soap, Package Chemical Co., Inc.  
**PIN-O-TEX**, pine oil detergent, Slater-Robbins Co., Inc.  
**PIONEER**, nylon laundry nets, Benwall Mfg. Co., Inc.  
**PIONEER**, oil cups, Lunkenheimer Co.  
**PINSTON-RING**, expansion joint, American District Steam Co., Inc.  
**PITCHLOR**, calcium hypochlorite, Columbia Southern Chemical Corp.  
**PITTSBURGH**, paints, Pittsburgh Plate Glass Co., Paint Div.  
**PITTSBURGH**, wire garment hangers, Pittsburgh Hanger Co.  
**PJALL**, lint remover, John E. Coolidge Co.  
**PLANNER BRAND**, leather belting, Philadelphia Belting Co.  
**PLASTIC INSULATION**, insulating cement, Mexico Refractories Co.  
**PLASTIC QUIK-PACH**, plastic firebrick, A. F. Green Fire Brick Co.  
**PLASTYLON**, nylon laundry nets, Carson Textile Co., Inc.  
**PLEASANT ODOR**, fur cleaning fluid, Bernard Sirota Co.  
**PLEX**, digester, Patek & Co.  
**PLEZURE**, a concentrated spotting soap, Caled Products Co., Inc.  
**PLIBRICO**, jointless firebrick, incinerators, boiler setting, Plibrico Co.  
**PLIQUET**, smoke eliminators, Plibrico Co.  
**PLUS**, spotter (wet or dry), Adco, Inc.  
**PNEU-MAT**, woven rubber mat, A. N. Braubrook  
**POCKETEERS**, pocket forms, Leef Bros., Inc.  
**POENGEN CAROUSEL**, automatic 10-washer counterflow laundering unit, International Laundry Equipment Div., Kurt Orban Co., Inc.  
**POLAR BEAR**, fur cleaner, Walter Haertel Co.  
**POLAR BEAR**, fur cleaner, Nycos Products Co.  
**POLARIS**, fur glazing cleaner, Walter Haertel Co.  
**POLARSUDZ**, cold-water built soap, Beach Soap Co.  
**POLARTONE**, laundry sour, G. S. Robins & Co.  
**POLYMARK**, marking machines, Pinnacle Products Corp.  
**POMONA**, turbine pumps, Fairbanks Morse & Co.  
**PONCHO**, wet water repellent, Patex & Co.  
**PONY**, laundry presses, Prosperity Co., Inc.  
**POOR PETER PILLOW**, complete pillow cleaning service, R. Lally Co.  
**POPKINS**, store fixtures, Popkins Fixture Co.  
**PORTA-PAK**, autographic register, Egly Register Co., Inc.  
**PORTO-FAB**, prefabricated buildings, Porto-Fab Co., Inc.  
**POSTEMP**, temperature control for digesters, Cleaners Specialties Supplies Co.  
**POSTAGE-METER**, postage meter tape, Gummed Tape & Devices Co.  
**POW**, drycleaning soap, Keystone Aniline & Chemical Co., Inc.  
**POWDERED HAWKEYE SOAP**, soaps, Iowa Soap Co.  
**POWER CIRCLE**, presses, Prosperity Co., Inc.  
**POWER-FLEX**, underfed stockers, Link-Belt Co.  
**POWER-FLOW**, roof ventilator, De-Borhozat Fans Div., American Machine & Metals, Inc.  
**POWERMASTER**, automatic steam generator, Orr & Semberow, Inc.  
**POWERMASTER**, stacker, Lewis-Shepard Products, Inc.  
**POWERON**, fire-fighting nozzles, American-La France Foamite Corp.  
**POWER-VELYOR**, permanently mounted horizontal belt conveyor, Rapids-Standard Co., Inc.  
**POW PLUS**, dry powdered soap, Keystone Aniline & Chemical Co., Inc.  
**POWR PLUS**, air-operated laundry presses, Pantex Mfg. Corp.  
**PRATT & CADY**, brass and iron valves, Reading-Pratt & Cady Div., American Chain & Cable Co., Inc.  
**PRE-HEAT**, return systems, Fred H. Schaub Engineering Co., Inc.  
**PRE-SPOTTER**, concentrated prespotter, Raychem Products Co.  
**PREFERRED**, generators, Preferred Utilities Mfg. Corp.  
**PRE-MARKED STRIP TAG**, solvent- and waterproof marking tags, Pre-Marked Strip Tag Co.  
**PREMIER**, gas engine lubricators, Lunkenheimer Co.  
**PREPCO**, antiseptic soap, Lincolin Research, Inc.  
**PRESET**, a type of free-vane air-operated controller, Bristol Co.  
**PRES-GRIP**, shaping and finishing wetcleaned and dyed garments, Pres-Grip Corp.  
**PRESO**, heavy prespotter, G & G Chemical Co.  
**PRE-SPOTTER**, heavy-body prespotter, Caled Products Co., Inc.  
**PRESPOTER S**, prespotter, Nu-Pro Mfg. Co.  
**PRESPOTER 23**, prespotter, Patek & Co.  
**PRESS KING**, laundry press pads, Fullo Corp.  
**PRESS MASTER**, electric steam generator, Automatic Sussman Steam Products Corp.  
**PRESSTITE**, flexible metal connector for modern laundry and press machines, American Brass Co., American Metal Hose Branch.

**PRESTO**, self-sealing paper bands, Sure-Hold Div., Nashua Gummed & Coated Paper Co.  
**PRESTO CLEANER**, press-head cleaner, Stadham Co., Inc.  
**PRESTOPRESS**, air-operated drycleaning presses, Goldman Pressing Machine Corp.  
**PRIDE**, washing powder, Swift & Co.  
**PRIMA BRAND**, leather belting, Philadelphia Belting Co.  
**PRIME SOAP**, soap, Beach Soap Co.  
**PRIMS COVER A BUTTON**, button molds, William Frym, Inc.  
**PRINCESS**, wire hangers, Vail Mfg. Co.  
**PRINTWEIGH**, weight printing scales, Toledo Scales Co.  
**PROCTOR & SCHWARTZ**, automatic shampooing and drying systems for rugs, Proctor & Schwartz, Inc.  
**PRODUCTIMETERS**, counting machines, Durant Mfg. Co.  
**PRODUCTO**, timer, American Laundry Machinery Co.  
**PROLYTE**, enzymic digestive agent, Allen & Vickers, Inc.  
**PROPASOL**, solvent, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.  
**PROSPERITY**, complete line of laundry and drycleaning equipment, Prosperity Co., Inc.  
**PROSPERITY APRONS**, clipper and alligator F.W.I. aprons, Carman & Co., Inc.  
**PROSPERITY BLUE**, concentrated laundry blue, Carman & Co., Inc.  
**PROSPERTROL**, automatic washer controls, Prosperity Co., Inc.  
**PROSPOWAX**, powdered F.W.I. wax, Carman & Co., Inc.  
**PROTECTO**, identification systems, American Laundry Machinery Co.  
**PROTECTOGRAPH**, checkwriters, check signers, Gold Co., Inc.  
**PROTECTOR**, colored fabric pick-up bags, F. H. Bonn Co.  
**PRO-TEK**, protective hand cream, E. I. du Pont de Nemours & Co., Inc.  
**PROTEX TOILET SOAP**, soaps, Iowa Soap Co.  
**PRYMS**, garment hangers, safety pins, William Frym, Inc.  
**P22**, hand stapler, Arrow Fastener Co.  
**PUP-FINISHER**, garment finisher, G. H. Bishop Co.  
**PULLCLEAN**, continuous towels cabinets, Full-clean Towel Cabinet System  
**PULVOAX**, powdered wax, Lewis National Corp.  
**PURATIZE**, mildewproofing, Aqua-Sec Corp.  
**PURE-TEX**, laundry bactericide, Cidex Corp.  
**PURGE-O-SOIL**, drycleaning soap, G & G Chemical Co.  
**PURGO**, soap builder, Minnesota Chemical Co.  
**PURITY**, soap flakes, soap, Iowa Soap Co.  
**PURITY**, soap, Thompson-Hayward Chemical Co.  
**PURKETT**, shakeout and conditioning tumblers, assembly reels, hms, Purkett Mfg. Co.  
**PURO**, spotting compound, Adco, Inc.  
**PUR-O-CEL**, filter, Proportioners, Inc.  
**PUR-O-SAN**, drycleaning soap, Huntington Laboratories, Inc.  
**PURPLE EDGE**, padding, Egan Cotton Mills.  
**PYRAMID**, laundry nets, R. Lally Co.  
**PYRAMID**, liquid color stripper, Washine National Sands, Inc.  
**PYRATLEX**, lipstick, nail polish, paint remover, R. R. Street & Co., Inc.  
**PYRENE**, fire extinguishers, Pyrene Mfg. Co.  
**PYRO**, liquid soap, National Cleaners Chemical Mfg. Co.  
**PYRO**, surface thermometer, Pyrometer Instrument Co., Inc.  
**PYROFLEX**, acid and alkali resisting paints, Maurice A. Knight.  
**PYRO-SOAP**, wetcleaning soap, National Cleaners Chemical Mfg. Co.  
**PYROTHIN**, resistance thermometer, Bailey Meter Co.



**Q-D**, spotting agent, A. L. Wilson Chemical Co.  
**Q & S**, counter rack, Ink O Products Co.  
**Q-T**, heat recirculators, Kisco Boiler & Engineering Co.  
**Q-CHROMASTIC**, veneer coating for furnace walls, Quigley Co., Inc.  
**Q-CHROME**, refractory material, Quigley Co., Inc.  
**Q-1**, airform coat finisher, U. S. Hoffman Machinery Corp.  
**Q-7**, drier or semi-finisher, U. S. Hoffman Machinery Corp.  
**Q-2**, airform ladies' jacket finisher, U. S. Hoffman Machinery Corp.  
**QUADRA-CLENE**, rug-washing machine, Moore's Time-Saving Equipment Co.  
**QUADRAFOS**, water conditioner, detergent, dispersing agent, Rumford Chemical Works  
**QUAKER BLUE**, laundry blue, Pennsylvania Salt Mfg. Co.  
**QUAKER IMPROVED**, chlorinated lime, bleach, Pennsylvania Salt Mfg. Co.  
**QUALITEX**, press covers, puff iron covers, sponge pads, Quality Products Co.  
**QUALITY**, net pins, Key-Tag Checking System  
**QUEEN**, wire hangers, Vail Mfg. Co.



**QUICK AID**, linen fire hose, fire extinguishers, General Detroit Corp.  
**QUICK BREAK**, break powder, Wyandotte Chemicals Corp.  
**QUICK ELASTIC**, liquid and powdered starch, Hubinger Co.  
**QUICKLIFT**, trucks, Lewis-Shepard Products, Inc.  
**QUIGLEY**, fire brick, Quigley Co., Inc.  
**QUIK-CUT**, wrapping table, Coffman Mfg. Corp.  
**QUIK-CUT**, wrapping table, Norman Control Co.  
**QUIK-LORK**, shirt boxes and collar supports, Century Paper Products  
**QUIK-PACH**, fire brick, A. P. Green Fire Brick Co.  
**QUIK STEAM**, press, Butler Mfg. Co.  
**QUIKTAG**, laundry marking tag, Boston Clip & Tag Co.  
**QUIK-TEMP**, heating system, Fred H. Schaub Engineering Co., Inc.

## R

**R.C.C.**, rug cleaning and finishing compound, soaps, Lewis National Corp.  
**R.C.U.**, rug and upholstery soap, Keystone Aniline & Chemical Co., Inc.  
**R.C.F.**, stain remover, Riverside Mfg. Co.  
**R-K**, valves and regulators, Ruggles, Klingemann Mfg. Co.  
**R-M**, asbestos products, packing friction materials and rubber products, Raybestos-Manhattan, Inc.  
**RP**, high pressure boiler, Titusville Iron Works Co., Div. Struthers Wells Corp.  
**RPG**, valves, Reading-Pratt & Cady Div., American Chain & Cable Co., Inc.  
**RSR**, digestive spotting agent, Wallerstein Co., Inc.  
**R-S**, spotter, Caled Products Co., Inc.  
**RACOLITE**, chemical feeders, water rectifier, Rathbun Co.  
**RADIANT**, continuous tumbler, Radiant Drying Co.  
**RAINBOW**, marking tags, Triple "M" Inc.  
**RAINBOW**, plastic garment hangers, Henry Hanger Co. of America  
**RAINBOW**, spotting pencils, Eaton Chemical & Dyestuff Co.  
**RAK-GUIDE**, rack index for separating garments alphabetically, Para-Lux Products Co.  
**RAM**, drycleaning soap, Adco, Inc.  
**RAMPELLENT**, water repellent, Perm-Aseptic Corp.  
**RAMPLEX**, detergent, Perm-Aseptic Corp.  
**RAMSEY**, chain drive, chain drive sprockets, shaft couplings, Ramsey Chain Co., Inc.  
**RAMTITE**, plastic refractory, Ramtite Co.  
**RANAREX**, combustion recorder, Permutit Co.  
**RANDE**, metal press pads, Bergen Machine & Tool Co., Inc., Rande Unit Springs Div., Hercules Filter Corp.  
**RAPIDOR**, manually cleaned pressure leaf filters, Hercules Filter Corp.  
**RAPID POWER BOOSTER**, portable power belt conveyor, Rapids-Standard Co., Inc.  
**RAPID ROLLER**, conveyor, Rapids-Standard Co., Inc.  
**RAPID-WHEEL**, conveyor, Rapids-Standard Co., Inc.  
**RAPISTAN TABLE-VEYOR**, belt conveyor to facilitate general handling of laundry bundles, Rapids-Standard Co., Inc.  
**RATIBUN**, water softeners and filters, water softening equipment, Rathbun Co.  
**RAY**, oil and gas burners, pumps, Ray Oil Burner Co.  
**RAYBESTOS**, brake lining, clutch facing, brake blocks, Raybestos-Manhattan, Inc.  
**RAY-METL**, clutch facings, Raybestos-Manhattan, Inc.  
**RAYSOAP**, moisture-bearing drycleaning soap, Raychem Products Co.  
**RAYS**, tape, Spear Box Co., Inc.  
**RAYS KRAFT**, packaging supplies, Spear Box Co., Inc.  
**RAYTEN**, cold-water soap, John T. Stanley Co., Inc.  
**READY-PACK**, cast split repair sleeves, Dresser Mfg. Div., Dresser Industries, Inc.  
**RECEIV-O-MARKER**, identification systems, Best Forms Co.  
**RE-CIRK-IT**, circuit breakers, Heinemann Electric Co.  
**RECLAMITE**, stain remover, H. Kohnstamm & Co., Inc.  
**RECORDAK**, accounting machines and systems, record systems, Recordak Corp.  
**RED ARROW**, feed ribbon, Southern Mills, Inc.  
**RED CHIFF**, rubber belting, Webb Belting & Supply Co.  
**RED EDGE**, pads and padding for flatwork ironers and press machines, Knitted Padding Co.  
**RED FLASH**, water heaters, Pick Mfg. Co.  
**RED & GREEN LINE**, laundry fabrics, Hettrick Mfg. Co.  
**REDI-CUT**, flannel press pads, F. H. Bonn Co.  
**REDLIFT**, trucks, Lewis-Shepard Products, Inc.  
**REDI-MARK**, strip tags, Pittsburgh Tag Co.  
**REDI-TAG**, pre-printed marking tag, Larton Products Co., Inc.  
**RED LABEL**, tallow soap, Beach Soap Co.  
**RED LINE**, flatwork ironer aprons, Pittsburgh Waterproof Co.  
**RED-LINE**, garment drier, Hopkins Equipment Co.  
**RED LINE**, greases, oils, lubricants, Union Oil Co. of California  
**REDOTEX**, neutral red oil flakes and powder, Allen B. Wrisley Co.  
**RED STAR**, cloths, towels and toweling, George Wood Sons & Co.  
**RED STAR**, feed ribbons, New York Belting & Packing Co.  
**REDUCO**, liquid color stripper, Washine National Sands, Inc.  
**REDUCTORS**, speed reducers, Boston Gear Works, Inc.  
**REDUX**, indelible ink remover, Boston Clip & Tag Co.  
**REESCO**, powdered laundry soap, Minnesota Chemical Co., Inc.  
**REEVES ARMY TWILL**, uniform cloth, Reeves Brothers, Inc.  
**REFINEX I**, zeolite cleanser and reconditioner, Refinite Corp.  
**REFINITE**, zeolite water softeners, Refinite Corp.  
**REFLEXIT**, replasticizer, Patek & Co.  
**REGAL**, engines, Ames Iron Works  
**REGAL**, laundry indelible ink, I. Geller & Son  
**REGAL**, neutral synthetic detergent, Armour & Co.  
**REGENT**, 30-pound synthetic drycleaning unit, Dettex Corp.  
**REINETS**, dependable arches, suspended walls, Geo. F. Reinjes Co.  
**REKAB**, powdered soap, soap chips, Minnesota Chemical Co.  
**RELIABLE**, fur cleaning and fur storage equipment, Reliable Fur Storage Equipment Co., Div. Reliable Machine Works, Inc.  
**RELIANCE**, a.c. and d.c. motors, motor generator, Reliable Electric & Engineering Co.  
**RELIEF**, spotter, Murphy Sales Co.  
**RE-LOGIK**, powdered soap, Minnesota Chemical Co.  
**REMA**, vacuum systems for presses, Rema Corp.  
**REMO**, cover-cloth fasteners, rack clips, net and marking pins, trays, safety and steel pins, over-all tags, Risdon Mfg. Co.  
**RENARDS**, leather cleaning and dyeing, Renards' RENEXVO, angle, check and globe valves, Lunkenheimer Co.  
**RENEX**, detergents, Industrial Chemicals Dept. (Atlas Powder Co.)  
**RE-NU**, potash saponified resin and fatty acids, Armour & Co.  
**RENUIT**, liquid starch, Washine National Sands, Inc.  
**REO**, motor trucks, Reo Motors, Inc.  
**REP**, water repellent, R. B. Street & Co., Inc.  
**RE-PELL**, water repellent, Starr Soap & Chemical Co., Inc.  
**REPEL-O-MOTH TANK**, mothproofing equipment, Repel-O-Products Div., North American Merchandising Co.  
**REPUBLIC**, controls, instruments, Republic Flow Meters Co.  
**REPURGO**, powdered soap, Minnesota Chemical Co.  
**RESEARCH**, leather belting, Graton & Knight Co.  
**RESEARCH**, zeolite, Research Products Corp.  
**RESILLO**, press pads, Resillo Co.  
**RESISTI-CAL**, weather-proofing product, Caled Products Co., Inc.  
**RESISTO**, water repellent, Resisto Laboratories  
**RESIZEE**, sizing, Takamine Laboratories, Inc.  
**RESSYN**, zeolite, Hungerford & Terry, Inc.  
**RESTORTEX**, liquid sizing, National Cleaners Chemical Mfg. Co.  
**RESYN ADHESIVES**, glues, gums, sizings, starches, National Starch Products, Inc.  
**RETRO**, flatwork ironer, American Laundry Machinery Co.  
**REVERE**, copper and brass, Revere Copper & Brass, Inc.  
**REVERE SHOWMASTER**, floodlights and lighting equipment, Revere Electric Mfg. Co.  
**RE-VI**, water repellents, Davies-Young Soap Co.  
**REVOLITE**, laundry roll covers, padding press covers, Revolute Div. (Atlas Powder Co.)  
**REX**, soluble liquid drycleaning soap, Davies-Young Soap Co.  
**REX**, sour, Kern Laboratories  
**REX-FLEX**, metal hose, Flexonics Corp.  
**REX-TITE**, heat-proof reattachable couplings, Flexonics Corp.  
**REX-TUBE**, flexible metal hose, Flexonics Corp.  
**REX-WELD**, metal flexible hose, tubing, Flexonics Corp.  
**REZ**, charged soap solvent conditioner, U. S. Mining Corp.  
**REZEN**, resinous zeolite, Elgin Softener Corp.  
**REZISTAL**, stainless steel, Crucible Steel Co. of America  
**R-51**, drycleaning unit, Shields Engineering & Mfg. Co.  
**R-51A**, drycleaning unit, Shields Engineering & Mfg. Co.  
**RHINAMEL**, heavy duty enamel, Tropical Paint & Oil Co.  
**RIBBON DELUXE**, cotton ribbon, Milwaukee Printed String Co.  
**RIBBON-RITE**, marking machine, Textile Marking Machine Co., Inc.  
**RICE'S**, paint products, Barreled Sunlight Paint Co.  
**RIDDAX**, special alkali compound, Wyandotte Chemicals Corp.  
**RIMACO**, size, stripper, wetcleaning soap, Riverside Mfg. Co.  
**RIMACO GENERAL FORMULA**, ink and stain remover, Riverside Mfg. Co.  
**RINGKEY**, filter pads, Multi-Metal Wire Cloth Co., Inc.  
**RINK-L-FREE**, garment distributor, Time Savers, Inc.  
**RINTEX**, soap and alkali compound, Wyandotte Chemicals Corp.  
**RISDON**, cuff fasteners, marking flags and targets, Risdon Mfg. Co.  
**RISOGRAN**, powdered soap, Allen B. Wrisley Co.  
**RIVERSIDE**, wet spotter, carpet shampoo, strip-ter, Riverside Mfg. Co.  
**ROADOL**, paint, oil and grease remover, Package Chemical Co., Inc.  
**ROADOL I**, wet spotter, Package Chemical Co., Inc.  
**ROBERTS**, numbering machine, Roberts Numbering Machine Co.  
**ROBINETS**, laundry nets, G. S. Robins & Co.  
**ROBINS**, acetate sour, G. S. Robins & Co.  
**ROBOT**, self-contained automatic washers, Robot Laundry Machinery Sales, Div. Wolf Co.  
**ROCCAL**, germicide, Sterwin Chemicals, Inc.  
**ROCKET**, laundry presses, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
**ROCKET**, synthetic solvent drycleaning unit, Vic Cleaning Machine Co.  
**ROCKWEAVE**, laundry textiles, aprons, cover and filter cloth, double-face flannel, laundry nets, Callaway Mills, Inc.  
**RODALON**, non-staining disinfectant, Fairfield Laboratories  
**RO-FLO**, air compressors, vacuum pumps, Allison-Chalmers Mfg. Co.  
**ROK-RIB**, laundry nets, Whitehouse Products, Inc.  
**ROLA-RUG**, rug rolling and packaging machines, Lincoln Products, Inc.  
**ROLL-O**, trouser guards, Paulin Products Co.  
**RONAFLEX**, elastic synthetic tubing with woven metal wire cover, Ronaflex Tubing Co., Inc.  
**RO-NOR**, stain remover, H. Kohnstamm & Co., Inc.  
**ROOFKOTER**, roof material, Tropical Paint & Oil Co.  
**ROOT BAGGER**, garment bagger, Huebsch Div., American Laundry Machinery Co.  
**ROTABE**, conditioning tumbler, American Laundry Machinery Co.  
**ROTARY**, condensation meters, American District Steam Co., Inc.  
**ROTARY**, soot blower, Marion Machinery Foundry & Supply Co.  
**ROTEX**, drycleaning extractor, American Cleaners Equipment Co., Div. American Laundry Machinery Co.  
**ROTH**, boiler feed units, pumps, Roy E. Roth Co.  
**ROTO BRUSH**, electric upholstery shampoo machine, Certified Chemical & Equipment Co.  
**ROTOJET**, self-cleaning pressure lead filters, Hercules Filter Corp.  
**ROTO-KLEEN**, filter, Bowser, Inc.  
**ROTO-MATIC**, rotating laundry process units, Unipress Co.  
**ROUND "R"**, steel boiler, coal, oil, gas stoker, Kewanee Boiler Corp.  
**ROUND THE BUTTON**, shirt-ironing press pads, Resillo Co.  
**ROYAL**, brass safety pins, Risdon Mfg. Co.  
**ROYAL**, medium-titer, coco-tallow chip, neutral soap, Armour & Co.  
**ROYAL**, rubber hose, rubber belting, U. S. Rubber Co.  
**ROYAL CALENDER**, cylinder type flatwork ironer, American Laundry Machinery Co.  
**ROYAL OAK**, leather belting, Webb Belting & Supply Co.  
**ROYAL PINE**, soaps, Iowa Soap Co.  
**ROYAL WORCESTER**, lace leather, Graton & Knight Co.  
**RP NO. 757**, stain remover, H. Kohnstamm & Co., Inc.  
**RUBBER BASE**, primer sealer, Tropical Paint & Oil Co.  
**RUBBER CITY**, roofing materials, Rubber City Mfg. Co.  
**RUBBER-COAT**, floor system for concrete floors, Wilbur & Williams Co.  
**RUBEROID**, built-up roofing materials, Ruberoid Co.  
**RUBINOFF**, tags, certificates, guarantees and supplies, M. Rubinoff, Inc.  
**RUGGLO**, rug cleaning soap, Merson Products Co.  
**RUG-IT**, rug cleaning detergents, Certified Chemical & Equipment Co.  
**RUG-O**, rug and carpet soap, Davies-Young Soap Co.  
**RUSCO**, rubber belting, woven belting, press tape, Russell Mfg. Co.  
**RUST BAR**, paint, rust preventative, Millard Paint & Varnish Co.  
**RUST-E-LIM**, rust remover, Johnson Chemical Industries, Inc.  
**RUSTEN**, sour, Hood Chemical Co., Inc., Crescent Div.  
**RUSTEX**, sour, George Stearns Chemical & Mfg. Co.  
**RUSTEZE**, rust solvent, Hood Chemical Co., Inc., Crescent Div.  
**RUSTGO**, rust remover, A. L. Wilson Chemical Co.  
**RUSTICK**, rust remover, National Cleaners Chemical Mfg. Co.  
**RUSTICON SS**, rust preventative, Philadelphia Quartz Co.

# TRADE NAMES

**RUSTIKOTE**, rust preventative, Tropical Paint & Oil Co.  
**RUST RAIDER**, boiler and heating system cleaner, Radiator Specialty Co.  
**RUSTYRASE**, rust remover, Hachik Bleach Co.

## S

**S-A**, anti-sulfuric acid valves, Lunkenheimer Co.  
**S.E.B.**, wetcleaning soap, E. F. Drew & Co., Inc.  
**S.F.S.**, roofing, Barrett Div., Allied Chemical & Dye Corp.  
**S.M.A.**, high alumina firebrick, McLeod & Henry Co., Inc.  
**SOH**, low-pressure boiler, Titusville Iron Works Co., Div. Struther Wells Corp.  
**SP**, high-pressure boiler, Titusville Iron Works Co., Div. Struther Wells Corp.  
**S-R**, spotter for brown and yellow stains, Caled Products Co., Inc.  
**SABIN**, glove cleaning machines, Sabin Machine Co.  
**SACO**, speed reducers, Stephens-Adamson Mfg. Co.  
**SACON**, belt conveyor carriers, Stephen-Adamson Mfg. Co.  
**SAFE CUTTERS**, cord knife, Time Savers, Inc.  
**SAFE-TIE ANCHORS**, refractory anchors, Ramtite Co.  
**SAFE-T-SOL**, dry oil, paint and grease remover, Patek & Co.  
**SAFE-T-THRIFF**, safety solvent unit, Butler Mfg. Co.  
**SAFETY**, diapers, Sani-Top Co.  
**SAFETY LINEN SOUR**, sour, Diamond Alkali Co.  
**SAF-T-AIR**, ventilator, United Electric Motor Co.  
**SAF-T-MARK**, marking tags, Stry-Lenkoff & Co.  
**SAGER SPREADERS**, flatwork spreaders, M. A. Pocock  
**SAIRSET**, air-setting bonding mortar, A. P. Green Fire Brick Co.  
**SAIVE-O-LIN**, skin salve, Keystone Aniline & Chemical Co., Inc.  
**SAMOSE**, soap, Lewis National Corp.  
**SAMSON**, packing, U. S. Rubber Co.  
**SAMSONMITE**, filter bags, feather bags, extractor covers, soap whips, starch whips, tumbler pads, Manitowoc Cotton Goods Mfg. Co.  
**SANA-FILTER**, low-pressure, filter-type soap, Huntington Laboratories, Inc.  
**SANA-SIZE**, sizing, Huntington Laboratories, Inc.  
**SANI-SOUR**, antiseptic, all-purpose sour, Standard Chemical Works Co.  
**SANITEX**, baskets, trucks, bags, C. R. Daniels, Inc.  
**SANITONE**, drycleaning process, Emery Industries, Inc.  
**SANITONE MC**, mothproof, Emery Industries, Inc.  
**SANITONE SS**, silk size, Emery Industries, Inc.  
**SANITONE WR**, water repellent, Emery Industries, Inc.  
**SANI TOP**, diaper cans, diaper pails, deodorants, Sani-Top Co.  
**SANI-TYPE**, heat reclaim, Patterson-Kelley Co., Inc.  
**SANI-WHITE**, bleach, G. S. Robins & Co.  
**SAPOTEX**, soap compound, G. S. Robins & Co.  
**SAPPHIRE**, stripper and stain remover, Lewis National Corp.  
**SARCO**, steam traps, temperature regulators, Sarco Co., Inc.  
**SARCOBIDE**, sour, Slater-Robbins Co., Inc.  
**SARCO-CONCENTRATE**, paint and grease remover, Slater-Robbins Co., Inc.  
**SARCO-MIST**, moth spray, Slater-Robbins Co., Inc.  
**SARCO-SOL**, paint and grease remover, Slater-Robbins Co., Inc.  
**SARCO-TEX**, wetcleaning detergent, Slater-Robbins Co., Inc.  
**SATINETTE**, combination starch, Kever Starch Co.  
**SAV-A-LOAD**, extractor covers, F. H. Bonn Co., Inc.  
**SAVO**, 92% powder soap, John T. Stanley Co., Inc.  
**SAVONOL**, wet spotter, Patek & Co.  
**SAXMAYER**, tying machines, National Bundle Tyer Co.  
**SCALE-I-CATER**, boiler compound, W. F. Johnson Products Co.  
**SCALINA**, boiler compound, quick scale remover, Rathbun Co.  
**SCHAUB**, boiler feed and condensation return systems, Fred H. Schaub Engineering Co., Inc.  
**SCHRAMM**, air compressors, Schramm, Inc.  
**SCIENTIFIC**, boiler water treatment, Scientific Boiler Water Conditioning Co.  
**SCOTCH-MUND**, boilers, Mund Boilers, Inc.  
**SCOTSMAN**, washers, Ayr-Mor Machinery Co., Inc.  
**SCOTTDALE**, stoking grate, Marion Machine Foundry & Supply Co.  
**SCOTTIE, JR.**, high-pressure riveted boilers, Kewanee Boiler Corp.  
**SCOUREX**, textile scouring, Essential Chemicals Co.  
**SCRAM BLOOD**, spotting agent, Warco Laboratories  
**SCRUB**, spot remover, Starr Soap & Chemical Co., Inc.  
**SEABLUE**, blue, Speare Co.  
**SEA FOAM**, soap powder, Colgate-Palmolive-Peet Co.

**SEALED POWER**, totally enclosed fan-cooled motors, Crocker-Wheeler Electric Mfg. Co., Div. Joshua Hendy Iron Works  
**SEAL MASTER**, ball bearings, Stephens-Adamson Mfg. Co.  
**SEAL-O-SAN**, enamel, Huntington Laboratories, Inc.  
**SEAL SILICATE**, silicate adhesive, Philadelphia Quartz Co.  
**SEALTITE**, liquid-tight electrical wiring conduit, American Brass Co., American Metal Hose Branch  
**SEAMLEX**, seamless flexible metal hose and tubing, Seamlax Co., Inc.  
**S.E.B. CONCENTRATED**, silk and wool soap, E. F. Drew & Co., Inc.  
**SEC**, synthetic drycleaning unit, Sec-O-Matic Corp., Div. International Projector Corp.  
**SEC-CLEANIZED**, drycleaning process, Sec-O-Matic Corp., Div. International Projector Corp.  
**SECCO**, dry water repellent, Patek & Co.  
**SEC-O-MATIC**, synthetic solvent drycleaning unit, Sec-O-Matic Corp., Div. International Projector Corp.  
**SEC-O-MISER**, solvent recovery unit, Sec-O-Matic Corp., Div. International Projector Corp.  
**SECTOFOG**, moth protection by fogging, Fumol Corp.  
**SECURITY**, marking pins, Risdon Mfg. Co.  
**SECURITY A-1**, lusterizing formula, for glaze aerosol type, Security Fur Seal Co., Inc.  
**SEE-SAFE**, plastic storage and blanket bags, Mehl Mfg. Co.  
**SELF-SEAL**, adhesive shirt bands, National Paper Band Co.  
**SELF-STICK**, short bands, Phoenix Products Co.  
**SELLERS**, steam boilers, open return systems, Sellers Engineering Co.  
**SEMI-STOD**, cleaners' light naphtha, Anderson-Pritchard Oil Corp.  
**SENECA**, soap, Lewis National Corp.  
**SENIOR**, lubricators, Lunkenheimer Co.  
**SENSIMATIC**, accounting machines, Burroughs Adding Machine Co.  
**SENSITROL**, relay, Weston Electrical Instrument Corp.  
**SENTINEL**, oil cup, Lunkenheimer Co.  
**SEPTO SOUR**, sour, Diamond Alkali Co.  
**SERVIS RECORDER**, time and truck recorders, Service Recorder Co.  
**SESQUILATE**, laundry detergent, Diamond Alkali Co.  
**1707**, blue, H. Kohnstamm & Co., Inc.  
**727**, curtain and blanket wetcleaning product for wheel washing, Caled Products Co., Inc.  
**SHAMROCK**, canvas baskets, hampers, trucks, Meese, Inc.  
**SHAW**, collar edger, Reed Mfg. Co.  
**SHEDITE**, waterproof belt cement, I. B. Williams & Sons  
**SHEN-TEX**, synthetic rug cleaning soap, Blenco Co.  
**SHELBY**, tubing, National Tube Co.  
**SHELF-TYPE**, trucks, Market Forge Co.  
**SHELL**, naphtha, stain remover, Shell Oil Co., Inc.  
**SHELL-LESS**, washers, U. S. Hoffman Machinery Corp.  
**SHELL-SOL**, naphtha, petroleum solvent, Shell Oil Co., Inc.  
**SHELL TOX**, insecticide, Shell Oil Co., Inc.  
**SHIELDS**, drycleaning unit, Shields Engineering & Mfg. Co.  
**SHINE BRIGHT**, liquid scrubbing soap, Hild Floor Machine Co.  
**SHIPSARE**, bags, Lanning Bag & Specialty Co.  
**SHIRLAN**, textile fungicides, E. I. du Pont de Nemours & Co., Inc.  
**SHIRTAINER**, shirt packaging, Loroco Industries, Inc.  
**SHIRT BIN**, for conveying shirts, J. W. Steele & Co.  
**SHIRT CHUTE**, metal chute for shirt handling, Rosenthal Mfg. Co.  
**SHIRT PAX**, combination shirt board, collar support and box, Package Masters, Inc.  
**SHIRT FAX**, shirt bag, Time Savers, Inc.  
**SHIRTRANSPORT**, shirt transporter, G. H. Bishop Co.  
**SHIRT TRUX**, steel shirt bins, Time Savers, Inc.  
**SHONE**, pneumatic sewage ejector, Yeomans Bros. Co.  
**SHOO**, odor destroyer, Caled Products Co., Inc.  
**SHOWERFEED**, floor, rug and carpet scrubbing machines, Hild Floor Machine Co.  
**SHOWER-FRUE**, water repellent, Adco, Inc.  
**SHOW-MASTER**, lighting unit to accent displays by flood or spotlight, Revere Electric Mfg. Co.  
**SHREDDDED**, 88% flake soap, John T. Stanley Co.  
**SIBUR**, mothproofing agent, Sibur Methproofing Co.  
**SIDE AISLE**, truck bodies, Montpelier Mfg. Co.  
**SIEBRING**, electromatic steam boiler, Siebring Mfg. Co.  
**SIGNAL**, flameproof, insecticide, Signal Chemical Mfg. Co.  
**SILENT HUNTINGTON**, scrubbing and polishing floor machine, Huntington Laboratories, Inc.  
**SILENT SERF**, portable vacuum cleaner, Certified Chemical & Equipment Co.  
**SIL-EX**, black metal washer, Gross Machinery Co., Inc.  
**SILICON**, spun nylon press cover, Phenix Supply Co.  
**SILIC-O-NECTIC**, time delay relays, Heinemann Electric Co.

**SILKANWOOL**, silk and woolen soap, North Coast Chemical & Soap Works  
**SILKCLEAN**, spotting agent, Silkclean Mfg. Co.  
**SILTEX FLAKES**, medium-titer soap, Amen B. Wadley Co.  
**SILVER-CREST**, washers, U. S. Hoffman Machinery Corp.  
**SILVER-KOTE**, lacquer, Pittsburgh Waterproof Co.  
**SILVER LEAF**, nets, Southern Mills, Inc.  
**SILVERLINK**, roller chains, sprockets, Link-Belt Co.  
**SILVERSEAL**, colored specialty tapes, Gummed Tape & Devices Co.  
**SILVERSTREAK**, silent chain drives, Link-Belt Co.  
**SILVERTEEN**, wire hangers, Academy Hanger Co., Inc.  
**SILVERTINE**, straight, safety pins, Vail Mfg. Co.  
**SILVERTOP**, steam trap, V. D. Anderson Co.  
**SIMMONS**, cuff and tag tacking machines, Simmons Machine Co.  
**SIMMONS ELECTRO-MEND**, mending and patching machines, Simmons Machine Co.  
**SIMPLEX**, break powder, H. Kohnstamm & Co., Inc.  
**SIMPLEX**, laundry tumblers, extractors and washers, flatwork ironers, drycleaning tumblers, Ironer Div., Speed Queen Corp.  
**SIMPLEX**, office machines, time recorders, Simplex Time Recorder Co.  
**SIMPLEX**, oil burners, Simplex Oil Heating Corp.  
**SINGER**, sewing machines, accessories, Singer Sewing Machine Co.  
**SINGLEDISCS**, filter cloth blankets, Multi-Metal Wire Cloth Co., Inc.  
**SIPON**, wetcleaning detergent, American Alcolac Corp.  
**SIRCO**, tropical nut shells for fur cleaning, Bernard Sirota Co.  
**SIRCO FUME**, liquid fumigating gas, Bernard Sirota Co.  
**6-A**, automatic synthetic drycleaning unit, Prosperity Co., Inc.  
**6-T**, benzene soap, Midland Color & Chemical Co.  
**630**, paste type drycleaning soaps for caustic or distillation clarification systems, Caled Products Co., Inc.  
**60 SECOND**, solvent, Superior Products Co.  
**SIZE**, water-soluble size finish, Davies-Young Soap Co.  
**SIZE-ALL**, liquid sizing, Keystone Aniline & Chemical Co., Inc.  
**SIZE-ALL**, permanent sizing, Benda Products, Inc.  
**SIZEOFF**, enzymic desizing agent, Takamine Laboratory, Inc.  
**SIZ-IN**, hat sizing, Greenville Chemical Co.  
**SKELYSOLVE**, petroleum solvents, Skelly Oil Co.  
**SKIRT KLIPS**, skirt clips, West Side Corp.  
**SKORTEX**, wetcleaning compound, Wyandotte Chemicals Corp.  
**SKY ROCKET**, extractors, Hammond Laundry-Cleaning Machinery Co.  
**SKYTINT**, liquid laundry blue, Kliegman Bros., Inc.  
**SLACKS SAKS**, trouser bags, Phoenix Products Co.  
**SLICKER**, brushes, American Pressboard Co., Inc.  
**SLIP EASY BRAND**, motor oil, boiler and roofing materials, Riverside Chemical Co., Inc.  
**SLIP-IN**, collar protectors, Phoenix Products Co.  
**SLIP-KNOT**, belt dressing, Webb Belting & Supply Co.  
**SLIP-NOT**, special tanned leather belting, Milwaukee Leather Belting Co.  
**SLIP-ON**, hanger shields, Academy Paper Box Co.  
**SLIP-ON**, hanger shields, Larton Products Co., Inc.  
**SLIP-ON**, sleeve press covers, F. H. Bonn Co.  
**SLYDE-OUT**, washer, Troy Laundry Machinery Div., American Machine & Metals, Inc.  
**SMASH**, break powder, Minnesota Chemical Co.  
**SMITH-DRUM**, laundry machinery, Smith-Drum Co.  
**SMITH'S**, collar, cuff and neckband replacements, Gilman R. Smith Co., Inc.  
**SMOOTHTEX**, metallic filter cloth, Multi-Metal Wire Cloth Co., Inc.  
**SMOOTH-TEX**, press cloth, feed ribbons, Pittsburgh Waterproof Co.  
**SNAG-PRUF**, zippers, Arrow Mfg. Co.  
**SNA-PON**, trouser guards, Tillery Container Co.  
**SNAP-TITE**, cover-cloth clamp, J. W. Steele & Co.  
**SNO MUD CHIEF**, truck tires, Mohawk Rubber Co.  
**SNOWFINE CRYSTALS**, alkali cleanser, Solvay Process Div., Allied Chemical & Dye Corp.  
**SNOWFLAKE CRYSTALS**, sodium sesquicarbonate, Solvay Process Div., Allied Chemical & Dye Corp.  
**SOAP-O-MATIC**, soap dispenser, Hopkins Equipment Co.  
**SOAPRITE**, soap, Lewis National Corp.  
**SOFTTEE**, pressure and vacuum filters, Hammond Laundry-Cleaning Machinery Co.  
**SOFTTEY**, diapers, Sani-Top Co.  
**SOILSORB**, rag and overall detergent, Cowles Chemical Co.  
**SO-KLEEN PENETRANT**, drycleaning detergent, Merson Products Co.  
**SO KLEEN SY**, synthetic drycleaning soap, Merson Products Co.  
**SOLAD**, drycleaning soap, Murphy Sales Co.

- SOLARINSE**, optical whitener, Carlton Chemical Co., Inc.
- SOLARSUDS**, detergent, Carlton Chemical Co., Inc.
- SOLBLUE**, blue, Speare Co.
- SOL BREAK**, break powder, Lewis National Corp.
- SOLBUMEN**, spotting agent, Eaton Chemical & Dyestuff Co.
- SOL-CLAR**, filter powder, Murphy Sales Co.
- SOLGON**, paint remover, Lewis National Corp.
- SOLID CURB**, laundry, drycleaning extractors, American Laundry Machinery Co.
- SOLIT-AYR**, washers, tumblers, extractors, Ayr-Mor Machinery Co., Inc.
- SOLIVE**, soaps, Lewis National Corp.
- SOLOZONE**, sodium peroxide, E. I. du Pont de Nemours & Co., Inc.
- SOL-SIL-ATE**, alkali soap builder, Lewis National Corp.
- SOL-SIL-ATE**, special alkali compounds, Speare Co.
- SOL SOUR**, sour, Lewis National Corp.
- SOL SUDS**, soap, Lewis National Corp.
- SOLTEX**, drycleaning detergent, Riverside Mfg. Co.
- SOLUBLE PINE OIL S-189**, penetrant, Jacques Wolf & Co.
- SOLUBON**, textile dyeing assistants, American Aniline Products, Inc.
- SOL-U-LUBE**, neutral lubricant, Huntington Laboratories, Inc.
- SOL-U-NESE**, dry and wet spotter, Huntington Laboratories, Inc.
- SOL-U-SOAP**, drycleaning soap, Huntington Laboratories, Inc.
- SOLVATONE**, solvent, Carbide & Carbon Chemical Corp., Unit of Union Carbide & Carbon Corp.
- SOLVENIZED**, tire rebuilding and repair material, Mohawk Rubber Co.
- SOLVENT-STILL**, distills synthetic solvents, Detrex Corp.
- SOLVEX**, spotting agent, Spix Products Co.
- SOL-VIC**, drycleaning unit for use with petroleum solvent, Vic Cleaning Machine Co.
- SOLVINK**, ink, paint, rust, blood stain remover, Greenville Chemical Co.
- SOLVINOL**, spotting soap, Keystone Aniline & Chemical Co., Inc.
- SOLV-O-MARK**, indelible marking pen, Mark-O Corp.
- SOLVO-MISER**, solvent recovery unit, Hoyt Mfg. Corp.
- SOL-VO-RUST**, sour, Thompson-Hayward Chemical Co.
- SOLZYME**, digestive agent, Lewis National Corp.
- SONOMOR**, safety and straight pins, wire garment hangers, William Pryn, Inc.
- SOURFLO**, laundry sour, Wyandotte Chemicals Corp.
- SOURTEC**, sour, Wyandotte Chemicals Corp.
- SOUTHDOWN**, diapers, George Wood, Sons & Co.
- SOUTHEASTERN**, laundry textiles, Southeastern Textile Co.
- SOUTHERN COLONEL**, sponge press pads, Southern Mills, Inc.
- SOVASOL**, S, Stoddard petroleum solvent, Socony-Vacuum Oil Co., Inc.
- SOVASOL 140**, petroleum safety solvent, Socony-Vacuum Oil Co., Inc.
- SOYDOL**, soap concentrate, A. F. Wolfe Co.
- SPACEMASTER**, stacker, Lewis-Shepard Products, Inc.
- SPAN**, emulsifier, wetting agent, Industrial Chemicals Dept. (Atlas Powder Co.)
- SPARKETTE**, detergent, Pennsylvania Salt Mfg. Co.
- SPARKLE**, chlorophyll deodorant concentrate, American Malt & King Co.
- SPARKLE**, drycleaning soap, Starr Soap & Chemical Co., Inc.
- SPARKLEAN**, drycleaning detergent, Cidex Corp.
- SPARKOLOR**, detergent emulsifier, Cidex Corp.
- SPARKS**, rubber pedal pad for drycleaning presses, Sparks Pad Co.
- SPARTAN**, flat and block leather V belt, leather packings, Graton & Knight Co.
- SPARTAN**, nets, Egan Cotton Mills
- SPEARE'S**, blues, Lewis National Corp.
- SPECIAL EXTRACTOR**, leather belt, Webb Belting & Supply Co.
- SPECIAL FINISH**, starch, A. E. Staley Mfg. Co.
- SPECIAL IRONER OIL**, cleans, polishes and lubricates flatwork ironers, College Chemical Co.
- SPECIAL "T"**, all purpose soap, Kem Laboratories
- SPECIALTY**, garment bagging device, Specialty Devices Co.
- SPEED**, brass fasteners, erasing shields, Speed Products Co., Inc.
- SPEED-BAGGER**, bagging device, Para-Lux Products Co.
- SPEEDIE**, drying cabinets, Hammond Laundry-Cleaning Machinery Co.
- SPEE-DEF**, paint and grease remover, Adco, Inc.
- SPEEDEX**, extractor, Zephyr Laundry Machinery Co.
- SPEED-FIBRE**, day tags, Market Industries Co., Inc.
- SPEEDISETS**, sales and record forms, Moore Business Forms, Inc.
- SPEED KING**, tumblers, Hammond Laundry-Cleaning Machinery Co.
- SPEEDLIFT**, trucks, Lewis-Shepard Products, Inc.
- SPEEDMASTER**, rug scrubber, Certified Chemical & Equipment Co.
- SPEEDMASTER**, stackers and portable elevators, Lewis-Shepard Products, Inc.
- SPEEDMATIC**, compression tacker, Speed Products Co., Inc.
- SPEEDPLUS**, filter powder, Dicalite Div., Great Lakes Carbon Corp.
- SPEED SET**, variable numbering machines, American Numbering Machine Co.
- SPEEDS-IT**, prespotter, G & G Chemical Co.
- SPEEDSTER**, extractor, washers, Prosperity Co., Inc.
- SPEEDUX DIPMASTER**, water-repellent dip tanks, Devere Co.
- SPEED-VAN**, delivery trucks, Linn Coach & Truck Div., Great American Industries, Inc.
- SPEEDWAY**, presboard covers, folders, Speed Products Co., Inc.
- SPEEDWAY**, washer, tumblers, starch cookers, truck tubs, Industrial Laundry Machinery Co., Inc.
- SPEEDY**, washers, driers, water heaters, drycleaning machines, Speedy Washer Mfg. Co.
- SPEEDY-SET**, automatic lock bottom carton, Cornell Paperboard Products Co.
- SPHERO**, non ball valves, Fairbanks Co.
- SPHINX**, starch, Arabol Mfg. Co.
- SPIRO**, steam hot water heaters and nurseries, David Stout & Sons
- SPIX**, prespotter, drycleaning and suede soap, hand cream, Spix Products Co.
- SPORTFOLIOS**, sport shirt package, Package Masters, Inc.
- SPORT PAX**, window envelope for packaging of sport shirts, Time Savers, Inc.
- SPORTRIGHT**, sport-shirt folding board, Key-Tag Checking System Co.
- SPORT SHIRT**, press unit, American Laundry Machinery Co.
- SPORTSTER**, shirt folder, Time Savers, Inc.
- SPOTLESS**, paste drycleaning soap, National Cleaners Chemical Co.
- SPOTLESS CHLOROFORM**, substitute for chloroform, Slater-Robbins Co., Inc.
- SPOTLESS SIZE**, synthetic sizing, Slater-Robbins Co., Inc.
- SPOTOUT**, spotting aids, Kennedy Products Co.
- SPOTRIGHT**, spotting agent, Allen & Vickers, Inc.
- SPOT-X**, prespotter, Huntington Laboratories, Inc.
- SPRAY DREST**, liquid spray finish for suedes or smooth leathers, Caled Products Co., Inc.
- SPRAY-MASTER**, spray gun, Cleaners Specialties Supplies Co.
- SPRAY MIX**, coating refractory, Mexico Refractories Co.
- SPUNYLON**, nylon net, Carson Textile Co., Inc.
- SPURT**, blood remover, Patek & Co.
- SQUARE-HEAT**, steel boiler, coal, oil, gas stoker, Kewanee Boiler Corp.
- SQUAREWAY**, curtain and blanket stretchers, Hopkins Equipment Co.
- SQUIRES**, reducing and regulating valves, C. E. Squires Co.
- SS COMPOUND**, washing compounds, Lewis National Corp.
- STABILON**, textile dyeing assistants, American Aniline Products, Inc.
- STACK-EM**, hanger rack, Time Savers, Inc.
- STACKRITE**, flatwork stacker, American Laundry Machinery Co.
- STADLUBE**, starch lubricant, Stadham Co., Inc.
- STAD-SPUN**, spun treated nylon cloth, Stadham Co., Inc.
- STAD-TEX**, treated nylon cloth, Stadham Co., Inc.
- STADWAX**, ironer oil, powdered wax, Stadham Co., Inc.
- STAG BRAND**, press covers, aprons, bags, feed ribbons, Pittsburgh Waterproof Co.
- STAGG**, spotting aids, G & G Chemical Co.
- STAIN-A-WAY**, oxidized-stain remover, Warco Laboratories
- STAINEX**, laundry sour, Standard Chemical Works Co.
- STAIZ**, collar supports, Time Savers, Inc.
- STAMPAGRAPH**, indelible hot-iron transfers, Stampagraph Co., Inc.
- STAMPATCH**, cloth mender, Stampatch Magic Mender
- STANCO**, blues, soaps, Standard Chemical Works Co.
- STANDARD**, extractor, Fletcher Works, Inc.
- STANDARD**, laundry, drycleaning machinery, Standard Laundry & Cleaning Machinery Co.
- STANDARD**, pin carrier, Keyes-Davis Co.
- STANDARD**, press pads, Resillo Co.
- STANDARD**, record system, Standard Register Co.
- STANDARD**, shirt unit, Prosperity Co., Inc.
- STANDARD**, valves, W. M. Chace Co.
- STANDARD FLAKE SOAP, NO. 1**, soap, Standard Soap Co. of Camden
- STANDARD KING**, net pins, Keyes-Davis Co.
- STANDATROL**, air-operated relay, Bailey Meter Co.
- STANOCO**, speed indicators, tachometers, Herman H. Sticht Co., Inc.
- STAND-EZE**, floor mat, Colonial Rubber Co.
- STANORUST**, rust preventative, Standard Oil Co.
- STANOX**, hot-water built soap, John T. Stanley Co., Inc.
- STANSO**, cleaning chemicals, detergents, Standard Soap Co. of Camden
- STANSO TEX OIL**, sulfonated oils, turkey red oil, Standard Soap Co. of Camden
- STANTEK**, press and cover cloth, John T. Stanley Co., Inc.
- STA-NU PROCESS**, fabric-renewing compound introduced through steam line, Sta-Nu Corp.
- STAPEX**, starch, A. E. Staley Mfg. Co.
- STAPL-TITE**, marking tags, Liberty Marking Tag Co., Inc.
- STA-PUT**, lubricating oils, E. F. Houghton & Co.
- STARCHITEX**, starch lubricant, Lewis National Corp.
- STAR DOWN**, diapers, George Wood, Sons & Co.
- STA-RITE**, collar supports, shoulder shields, trouser guards, tie holders, industrial aprons, Hodge, Farwell & Co.
- STARR-BRITE**, wetcleaning soap, Starr Soap & Chemical Co.
- STARR-100**, drycleaning soap, Starr Soap & Chemical Co.
- STAR SERVICE**, wire hangers, Star Service Hanger Div., L. A. Young Spring & Wire Corp.
- STARTEX**, break compound, H. Kohnstamm & Co., Inc.
- STATICOL**, drycleaning soap, R. R. Street & Co., Inc.
- STAY-PUT**, adhesive collar stays, Story Mfg. Co.
- STAZUP**, collar supports, Alfred J. Brooks
- STEAM-AIRE**, garment finishers, Pantex Mfg. Corp.
- STEAMMAIRE**, unit heater, Young Radiator Co.
- STEAMMASTER**, boilers, return systems, Steamaster Automatic Boiler Co.
- STEAM BOILER PLANT**, boilers, Eclipse Fuel Engineering Co.
- STEAM-FLEX**, press connectors, Flexonics Corp.
- STEAM FLOW**, rubber press pad, Newhouse Co.
- STEAMIN STEVE**, portable electric steam generator, Electric Steam Boiler Sales, Div. Wolf Co.
- STEAM-PAK**, packaged steam generators, York-Shipley, Inc.
- STEAMUTE**, flexible metal connector for laundry and pressing machines, American Brass Co., American Metal Hose Branch
- STEEL-BILT**, extractors, washers, B & G Machinery Co., Inc.
- STEELCOTE**, paint, varnishes, waterproofing, Steelcote Mfg. Co.
- STEELE BIN**, shirt carrier, J. W. Steele & Co.
- STEELE GLIDER IRON**, electric iron, J. W. Steele & Co.
- STEELELOX**, self-locking shirt band, J. W. Steele & Co.
- STEEM**, neutral lubricant for steam spotting, Caled Products Co., Inc.
- STEEM-ATIC**, vertical water tube boiler, Kisco Boiler & Engineering Co.
- STEIGLER MARKOGRAPH**, marking machine, George Steigler Co.
- STEIN**, add-a-section finishers' table, Lawrence M. Stein Co.
- STEIN**, cuff tacker, Stein Specialty Co.
- STEINER**, paper towels, soap dispensers, toilet soap, Steiner Sales Co.
- STELLAR**, filter, Inflico, Inc.
- STELLALLOY**, patented silicon bronze alloy, Loukenheimer Co.
- STERI-CHLOX**, deodorizer and germicide, Wyandotte Chemicals Corp.
- STERICLEAN**, moth repellent sour, Johnson Chemical Industries, Inc.
- STERILCO**, pumps, traps, controls, regulators, Sterling, Inc.
- STERLING**, corn starch, Keefer Starch Co.
- STERLING**, pump, boiler, Sterling Engineering & Mfg. Co.
- STERLING**, salt, salt tablets, dispensers, International Salt Co.
- STEVEDORE, JR.**, conveyor, Rapids-Standard Co., Inc.
- STEVENSON**, automatic counting machine, Stevenson Co.
- STEWART-WARNER**, instruments, Stewart-Warner Corp., Alameda Co.
- STIK-TITE**, belt cement, Milwaukee Leather Belting Co.
- STILLSON-GENUINE**, wrench, Walworth Co.
- STOD-SOL**, Stoddard solvent, Anderson-Prichard Oil Corp.
- STORAGEMASTER**, vault-conditioning equipment, Walter Haertel Co.
- STOVER**, water softeners, pressure filters, Stover Water Softener Co.
- STOWE STOKERS**, industrial stokers, Johnson & Jennings Co.
- STRATE**, special drycleaning detergent, Spix Products Co.
- STREAMLINE**, chest-type flatwork ironer, American Laundry Machinery Co.
- STREAMLINED LABELORS**, moistening machine, Better Packages, Inc.
- STREAMLINER**, continuous towel cabinet, Steiner Sales Co.
- STREPENE**, stripper, R. R. Street & Co., Inc.
- STREETEX**, drycleaning soap for chlorinated solvents, R. R. Street & Co., Inc.
- STRESSITE**, solid bronze machine parts, Ampex Div., Chrysler Corp.
- STRETCH-ALL**, garment stretchers, tie forms, sleeve finishing boards, sleeve forms, Jack Hodges Specialty Co.
- STRIKE'S**, hydraulic extractor, Strike's Laundry Machinery, Inc.
- STRIPALENE-O**, stripper, Keystone Aniline & Chemical Co., Inc.
- STRIPEX**, strippers, Package Chemical Co., Inc.
- STRIP INK**, ink remover, Slater-Robbins Co., Inc.
- STRIP-KLEEN**, liquid stripper, Kem Laboratories
- STRIPMASTER**, wire strippers, Ideal Industries, Inc.
- STRIPP**, powdered stripper and bleach, G & G Chemical Co.



## TRADE NAMES

**STRIPPET**, strippers, Package Chemical Co., Inc.  
**STRIPPIT**, stain remover, stripper, Kliegman Bros. Inc.  
**STRIPPOLYTE**, dye remover, Slater-Robbins Co. Inc.  
**STRIP-STICK**, stripper, National Cleaners Chemical Mfg. Co.  
**STRIPTEX**, powdered stripper, Hood Chemical Co., Inc., Crescent Div.  
**STROMBERG**, time clocks, Stromberg Time Corp.  
**STRONG**, steam specialties, Strong, Carlisle & Hammond Co.  
**STURDI-BILT**, metal laundry washer, Jensen Mfg. Co.  
**STYLOGRAMS**, simulated paper handkerchief printed with sales message, Nashua Gummed & Coated Paper Co.  
**SUBALOX**, lead and aluminum glimmer paint, Subox, Inc.  
**SUBMERSON**, gas/oil boilers, gas/oil burners, gas/oil water heaters, David Stout & Sons  
**SUBOX**, anti-corrosive paint, Subox, Inc.  
**SUDS**, paste drycleaning soap, Adco, Inc.  
**SUDSO**, soap builder, Washine National Sands, Inc.  
**SUDSYN**, sudsy synthetic solvent, E. F. Drew & Co., Inc.  
**SUDEDECARE**, leather cleaning process, Suede-care, Inc.  
**SUDE KING**, leather and suede cleaning method, Suede King  
**SUITANDRESS**, hangers, Cleaners Hanger Co.  
**SULFACO**, wetcleaner, R. R. Street & Co., Inc.  
**SULFACODS**, soapless soap, Merson Products Co.  
**SULFSTAD**, soap, Stadham Co., Inc.  
**SULPHOGEN**, spotting compound, Riverside Mfg. Co.  
**SULPHOTEX**, detergent, soaps, Keystone Aniline & Chemical Co., Inc.  
**SULVA**, soapless wet cleaner, G & G Chemical Co.  
**SUN**, paste filter soap, Adco, Inc.  
**SUNBEAM**, automatic clothes-lifting basket liner, Cleaners Specialties Supplies Co.  
**SUNBEAM**, blue, Spare Co.  
**SUN FLUORESCENT**, lighting fixtures, Sun Fluorescent Electric Co.  
**SUN-PROOF**, paint, Pittsburgh Plate Glass Co., Paint Div.  
**SUNSHINE**, tie-forms, Sunshine Necktie Forms  
**SUPER**, laundry machinery, Super Laundry Machinery Co., Div. St. Joe Machines, Inc.  
**SUPER ALKALI 60**, alkali compound, Solvay Process Div., Allied Chemical & Dye Corp.  
**SUPERBELT**, leather belting, Philadelphia Belting Co.  
**SUPERBUILD**, soap builder, Solvay Process Div., Allied Chemical & Dye Corp.  
**SUPER CHIEF**, truck tires, tire repair material, Mohawk Rubber Co.  
**SUPERCHILOR**, bleach, Patterson Laboratories, Inc.  
**SUPER-CLEAR**, rust-removing smear, Johnson Chemical Industries, Inc.  
**SUPER DETERGENT**, detergent-type drycleaning soap, National Cleaners Chemical Mfg. Co.  
**SUPER DRY-O-MATIC**, signal and alarm control for tumblers, Rosenthal Mfg. Co.  
**SUPER-ELCONITE**, high-capacity greensand zeolite, Elgon Softener Corp.  
**SUPEREX**, sheet block and pipe insulations, Johns Manville  
**SUPERFINE**, laundry starch, Washine National Sands, Inc.  
**SUPER FURNAS-CRETE**, castable refractory, Mexico Refractories Co.  
**SUPERGAUGE**, gauges, U. S. Gauge Div., American Machine & Metals, Inc.  
**SUPER HIDING**, interior white, U. S. Gutta Percha Paint Co.  
**SUPER ILCONET**, temperature bonding mortar, Mexico Refractories Co.  
**SUPER ILLUMINATORS**, incandescent lighting equipment, Edwin F. Guth Co.  
**SUPERIOR**, blues, soaps, Superior Products Co.  
**SUPERIOR**, crush-proof sorting hooks, but traps, V & W Equipment Co.  
**SUPERIOR**, marking machines, Textile Machinery Co., Inc.  
**SUPERIOR**, rubber-tired wheels and casters, Jarvis & Jarvis, Inc.  
**SUPERIOR**, rug cleaning machinery and accessories, Superior Rug Machinery Co.  
**SUPERIOR**, steam generators, Superior Combustion Industries, Inc.  
**SUPERKLEEN**, laundry alkali, Washine National Sands, Inc.  
**SUPER-MATIC**, boilers, Eclipse Fuel Engineering Co.  
**SUPER MONO-FIBRIK**, plastic firebrick, Mexico Refractories Co.  
**SUPER MULTIFLEX**, calcium carbonate, Diamond Alkali Co.  
**SUPER OILITE**, ferrous-base lubricating bearings, Ampflex Div., Chrysler Corp.  
**SUPER OHTIL**, anhydrous orthosilicate, Washine National Sands  
**SUPERPACKING**, leather packings, Philadelphia Belting Co.  
**SUPER-PLASTIC**, refractory materials, A. P. Green Fire Brick Co.  
**SUPER PURGO**, soap builder, Minnesota Chemical Co.  
**SUPER SERVICE**, press and ironer pads and padding, Progressive Textile Mfg. Co.  
**SUPER SHEEN**, alkali cleanser, Solvay Process Div., Allied Chemical & Dye Corp.  
**SUPER-SILICATE**, detergent, Diamond Alkali Co.

**SUPER SILVERTOP**, steam traps, strainers, traps, V. D. Anderson Co.  
**SUPER-SOL**, prespotter, National Cleaners Chemical Mfg. Co.  
**SUPER-SPEED**, drycleaning tumbler, American Laundry Machinery Co.  
**SUPER STEEL**, pins, safety pins, William Prym, Inc.  
**SUPER SYLON**, ironer, American Laundry Machinery Co.  
**SUPER-TEX**, detergent, Nu-Pro Mfg. Co.  
**SUPER-VAC**, rug cleaning suction machine, American Laundry Machinery Co.  
**SUPER-WEAR**, press covers, Gustin-Kramer Co.  
**SUPER X**, break powder, Speate Co.  
**SUPER-ZARMO**, air-driven laundry presses, American Laundry Machinery Co.  
**SUPER-ZARMO-TITE**, air-driven laundry presses, American Laundry Machinery Co.  
**SUPER-ZORIC**, drycleaning unit, American Cleaners Equipment Co., Div. American Laundry Machinery Co.  
**SUPREME**, laundry starch, Clinton Foods Inc.  
**SUPREME**, water softeners and filters, Bruner Corp.  
**SURE-FLUO**, ironer wax, Johnson Chemical Industries, Inc.  
**SURE-GRIP**, V-groove sheaves, flat belt pulleys, rubber V-belts, T. B. Wood's Sons Co.  
**SURE-HOLD**, paper specialties, wrappers, Sure-Hold Div., Nashua Gummed & Coated Paper Co.  
**SURELOC**, aluminum collar and cuff fasteners, Sureloc Paper Clip Co.  
**SURE-RETURN**, condensation pumps, Chicago Pump Co.  
**SURE-RINSE**, rinsing aid, Johnson Chemical Industries, Inc.  
**SURFADYNE**, textile leveler, Essential Chemicals Co.  
**SURFALUX**, resin emulsion paint, Vita-Var Corp.  
**SURFAX**, wetting agent, E. F. Houghton & Co.  
**SURFEX**, calcium carbonate, Diamond Alkali Co.  
**SURFEX MM**, calcium carbonate, Diamond Alkali Co.  
**SUSPENSO**, calcium carbonate, Diamond Alkali Co.  
**SUSSMAN**, steam iron, Automatic Steam Products Corp.  
**SUZIE-Q**, garment finisher and fabric conditioner, Excelsior Machinery Co.  
**SWAGELOK**, reducer fitting for tubing, Crawford Fitting Co.  
**SWAN**, valves, Klippel Mfg. Co.  
**SWANEE**, cover duck, Minnesota Chemical Co.  
**SWANSDOWN**, calcium carbonate, Diamond Alkali Co.  
**SWATCH WAY**, spotting course, Delray School of Spotting Instruction  
**SWIFT**, soaps, Swift's Technical Laundry Service Div.  
**SWINGLINE**, staples, staplers, Speed Products Co., Inc.  
**SWIVELoader**, box or car loaders, Stephens-Adamson Mfg. Co.  
**SWIV-O-HOOK**, hangers, Garment Hanger Co.  
**SYLON**, chest-type flatwork ironer, American Laundry Machinery Co.  
**SYLVANIA**, cellophane, Sylvania Div., American Viscose Corp.  
**SYNASOL**, solvent, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.  
**SYNCHRO-METER**, electric telemeter, Bailey Meter Co.  
**SYNCHRO-VALVE**, diaphragm control valve, Bristol Co.  
**SYNDET**, insecticide, U. S. Rubber Co.  
**SYNDET**, synthetic detergent, West Side Corp.  
**SYN-FLEX**, outside and interior enamel, Midland Paint & Varnish Co.  
**SYN-KLEEN**, synthetic detergent, G. S. Robins & Co.  
**SYNOFERGE**, drycleaning soap for chlorinated solvents, Raychem Products Co.  
**SYNRENE**, O.D., concentrate for synthetic drycleaning, Wonder Wash Corp.  
**SYNRENE 210**, drycleaning detergent, Wonder Wash Corp.  
**SYNSO**, synthetic drycleaning soap, Nu-Pro Mfg. Co.  
**SYNSUDS**, soap, H. Kohnstamm & Co., Inc.  
**SYNSUDS**, synthetic detergent, G. S. Robins & Co.  
**SYNSUDS**, synthetic soap powder, Trico Chemical Div., Tri-State Equipment Co.  
**SYNTHEEL**, liquid filter soap, National Cleaners Chemical Mfg. Co.  
**SYNTHESOL-100**, drycleaning soap for synthetic solvent, Patek & Co.  
**SYNTHITE**, zeolite, Hungerford & Terry, Inc.  
**SYNTHO**, soap for chlorinated solvents, National Cleaners Chemical Mfg. Co.  
**SYNTH-O-SAVER**, solvent recovery unit, Detrex Corp.  
**SYNTHO SUDS**, synthetic soap chips, West Side Corp.  
**SY PENETRANT**, drycleaning detergent, Merson Products Co.

**TID**, high-pressure boiler, Titusville Iron Works Co., Div. Struther Wells Corp.  
**TARASCO**, water heaters, Kewanee Boiler Corp.

**TACO**, heaters, condensers, hot-water systems, Taco Heaters, Inc.  
**TAD**, insecticides, deodorants, Tad Chemical Co., Div. Acme Industrial Compounds Corp.  
**TAD**, tags, Boston Clip & Tag Co.  
**TAG-A-DAY**, laundry marking tags and pins, Boston Clip & Tag Co.  
**TAGGER**, sewing machine for tagging, Chandler Machine Co.  
**TAG-O-ELECTRIC**, makes marks and attaches tags, Textile Marking Machine Co., Inc.  
**TAG-O-MATIC**, tag making and marking machine, Textile Marking Machine Co., Inc.  
**TAHOE**, laundry blue, Patek & Co.  
**TAKALAB**, concentrated enzymic digestant, Takamine Laboratory, Inc.  
**TA-KARA-HUKS**, drycleaning specialty for cleaning drapes with hooks attached, Take-Care Mfg. & Sales Co.  
**TAKMERSE**, enzymic digestant for bath, Takamine Laboratory, Inc.  
**TALASE**, desizing agent, Takamine Laboratory, Inc.  
**TALLEY**, belt- and motor-driven wooden washers, Talley Laundry Machinery Co.  
**TALLY**, hand counter, Denominator Co., Inc.  
**TAN-AN-INK**, ink remover, Package Chemical Co., Inc.  
**TANSOL**, tannin stain remover, Greenville Chemical Co., Inc.  
**TAN-X**, semi-wet stain remover, National Cleaners Chemical Mfg. Co.  
**TAQUET**, tachometer, Herman H. Sticht Co., Inc.  
**TARBONIS**, protective skin cream, Tarbonis Co.  
**TARGO**, tar remover, A. L. Wilson Chemical Co.  
**TASCO**, alkali (soap builder), Lewis National Corp.  
**TASCO TINT**, blue, Lewis National Corp.  
**TAYLOR**, stokers, American Engineering Co.  
**TECHNICLEAN**, drycleaning soap, Fry Bros. Co.  
**TEJAN**, valve indicator, indicating handwheels, Telex Engineering Corp.  
**TELEFLEX**, overhead rotary conveyor, Teleflex, Inc.  
**TELE BOARD**, bulletin board, Mine Safety Appliances Co.  
**TELELEVEL**, bin level control switches, Stephens-Adamson Mfg. Co.  
**TEL-U-VISION**, transparent garment bags, Mehl Mfg. Co.  
**TEMPLETON**, steam traps, Sterling Engineering & Mfg. Corp., Templeton Mfg. Co.  
**TEN-MINUT**, bleach, Warco Laboratories  
**10 & 20**, short bins, Time Savers, Inc.  
**TEN 22**, laundry and drycleaning chemicals and detergents, Roberts-Modaber Co.  
**TERGESSOL**, paint and grease remover, Slater-Robbins Co., Inc.  
**TERGIT**, spotting compound, Riverside Mfg. Co.  
**TERGITOL**, wetting agent, Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp.  
**TER-TEX**, drycleaning concentrate, Spix Products Co.  
**TETRACLEAN**, synthetic drycleaning unit, Ayr-Mor Machinery Co., Inc.  
**TETRA-NOVAL**, wetcleaning soap, Keystone Aniline & Chemical Co., Inc.  
**TETRAPOD**, spot washing, tar removal, General Dye-Stuff Corp.  
**TETRA-SAN**, liquid detergent, Huntington Laboratories, Inc.  
**TEX-ALI**, rug cleaner, Certified Chemical & Equipment Co.  
**TEXANA**, laundry soap, Texas Soap Mfg. Corp.  
**TEX-IT**, upholstery cleaner, Certified Chemical & Equipment Co.  
**TEXTITE**, industrial detergent, H. Kohnstamm & Co., Inc.  
**TEXIZE**, sizing preparation, Package Chemical Co., Inc.  
**TEXO**, laundry soap, E. F. Drew & Co., Inc.  
**TEXSCOUR**, low-titer neutral red-oil soap flakes, Armour & Co.  
**TEXSOL**, drycleaning detergent, Riverside Mfg. Co.  
**TEXTAG**, lot system of production control, Carman & Co., Inc.  
**TEXTO**, glazed thread, Fleischer Mills, Inc.  
**TEXTURE-SAN**, fabric conditioner, Huntington Laboratories, Inc.  
**TEXZYME**, protein-removing desizing agent, Fabst Sales Co.  
**THERMALITE**, 1000° F.F. high heat aluminum paint, Tropical Paint & Oil Co.  
**THERMOCON**, solvent temperature control, Mark Machinery Mfg. Co.  
**THERMO-JUMIDIGRAPH**, combination temperature and humidity recorder, Bristol Co.  
**THERMOTEX**, cover cloth, H. Kohnstamm & Co., Inc.  
**THERMOTEX "S"**, heat-resistant cover cloth, H. Kohnstamm & Co., Inc.  
**THERMOTROL**, radiator control, Sterling, Inc.  
**THERMO-VENTO**, drying tumbler, American Laundry Machinery Co.  
**THREAD-TITE**, anti-seize compound (stick form) pipe thread lubricant, Armite Laboratories  
**T-32**, guntacker, Arrow Fastener Co.  
**THOR**, intermediate quality, stiff mud firebrick, Mexico Refractories Co.  
**THORAL**, rug shampoo, Turco Products, Inc.  
**THORO**, pearl buttons, Thoro Products, Inc.  
**THORO**, spot and stain removers, ammonia, fur cleaner, fire extinguishers, Thoro Products Co.  
**3B**, automatic synthetic drycleaning unit, Prosperity Co., Inc.



3-B DYNAMITE, soap, Rome Soap Mfg. Co.  
 1-DIMENSIONAL, press covers, F. H. Bonn Co.  
 302-56, cover cloths, Whitehouse Nylon Products  
 3-STAR, leather and waterproof leather belting,  
 Charlotte Leather Belting Co.  
 328, ironer oil, John P. Lynch Co.  
 THRIFT-EX, drycleaning soap, detergent and  
 emulsifier, Pennsylvania Salt Mfg. Co.  
 THRIFTIES, collar supports, M. H. Gronauer Co.  
 THY-MO-TROL, electronic motor control, General  
 Electric Co.  
 TI-BAG, cover for Ti-Rak, Para-Lux Products Co.  
 TIBRODE, cotton flannel padding and nets,  
 Tingle, Brown & Co.  
 TICKETAG, drycleaning identification system,  
 "TT" Ticket Tag Corp.  
 TICOSTEAM, packaged steam generator, Titus-  
 ville Iron Works Co., Div. Struther Wells Corp.  
 TICOTHERM, high-pressure boiler, Titusville  
 Iron Works Co., Div. Struther Wells Corp.  
 TIE-PAK, tie racks and bags, Phoenix Products  
 Co.  
 TIGER, grease cups, Lunkenheimer Co.  
 TIGER, paste-type detergent, Adco, Inc.  
 TILTORT, shirt unit and shirt presses, American  
 Laundry Machinery Co.  
 TIME-O-MATIC, timers for extractors, Rosen-  
 thal Mfg. Co.  
 TIME SAVERS, garment racks, trouser guards,  
 shirt envelopes, Time Savers, Inc.  
 TI-ME-TER, laundry equipment timer, Bidwell  
 Mfrs.  
 TIMKEN, roller bearing, tubings, Timken Roller  
 Bearing Co.  
 TINDECK, double-face padding, Tingle, Brown &  
 Co.  
 TI-PAKS, paper twine for identification and  
 marking purposes, A. Kimball Co.  
 TI-RAK, necktie hanger, Para-Lux Products Co.  
 TITANIC, stripper, Spix Products Co.  
 TITE-FLEX, flexible metallic tubing, industrial  
 and finishing filters, Titeflex, Inc.  
 TITSEAL, gasket and joint sealing compound,  
 Radiator Specialty Co.  
 TOKEN-TAGS, marking tags, Pre-Marked Strip  
 Tag Co.  
 TOLEDO, scales, Toledo Scale Co.  
 TOPAZ, high-titer built soap chips, Armour & Co.  
 TOPS, drycleaning detergent, Nu-Pro Mfg. Co.  
 TORK, time switches, Tork Clock Co., Inc.  
 TORNADO, blowers, industrial vacuum cleaners,  
 floor machines, Breuer Electric Mfg. Co.  
 TORRIDOR, blower unit heater, Trane Co.  
 TOTRUST, rust preventative, Wilbur & Wil-  
 liams Co.  
 TOUCH, volatile dry spotter, G & G Chemical  
 Co.  
 TRANS-CEL-SEAL, cellulose tape, Gummed Tape  
 & Devices Co.  
 TRANSSITE, asbestos-cement pipe, Johns-Manville  
 TREET-O-UNIT, constant rate proportioning  
 pump, Proportioners, Inc.  
 TRI, fur cleaning fluid, Walter Haertel Co.  
 TRIAD, alkali and emulsion cleaning compounds,  
 Dettex Corp.  
 TRIAD E, trichloroethylene solvent, Dettex Corp.  
 TRI-CLAD, motors, General Electric Co.  
 TRICLENE, drycleaning solvent, E. I. du Pont de  
 Nemours & Co., Inc.  
 TRICO, electrical and lubricating devices, Trico  
 Fine Mfg. Co.  
 TRICO, wetcleaning sour, Trico Chemical Div.,  
 Tri-State Equipment Co.  
 TRIMERSE, enzyme digester, Trico Chemical  
 Div., Tri-State Equipment Co.  
 TRIO, alkali compounds, bleach, boiler com-  
 pound, Trio Chemical Works, Inc.  
 TRIPLE-A, paints, Quigley Co., Inc.  
 TRIPLE "M," marking and tagging machines,  
 Triple "M" Inc.  
 TRIPLE-X, 140 F drycleaning units, American  
 Cleaners Equipment Co., Div. American Lau-  
 ndry Machinery Co.  
 TRISOL, stain remover, Eaton Chemical & Dye-  
 stuff Co.  
 TRIUMPH, built non-ionic synthetic detergent,  
 Armour & Co.  
 TRIWAY, fur finishing machine, Walter Haertel  
 Co.  
 TRI-X, fumigant, Walter Haertel Co.  
 TROPETILE, durable protective coating, Tropical  
 Paint & Oil Co.  
 TROPICAL, cleaner for walls, floors, windows,  
 Tropical Paint & Oil Co.  
 TROPICAL, nut shells for fur cleaning, Bernard  
 Sirota Co.  
 TROUSER-FORMER, pants shaper, Bill Glover, Inc.  
 TROUS-GARD, trouser guard, Para-Lux Products  
 Co.  
 TROY, laundry machinery, Troy Laundry Ma-  
 chinery Div., American Machine & Metals, Inc.  
 TROY-ENBERG, steam engines, generators, Troy  
 Engine & Machine Co.  
 TROY-MERCURY, drycleaning unit, Troy Lau-  
 ndry Machinery Div., American Machine &  
 Metals, Inc.  
 TRUCLEEN, petroleum solvent for drycleaning,  
 American Cleaners Equipment Co., Div. Ameri-  
 can Laundry Machinery Co.  
 TRU COLOR, dyeing, Tru Color Dye Works  
 TRUFLEX, light duty V-belts, Gates Rubber Co.  
 TRUFOLD, shirt folding machine, J. W. Steele  
 & Co.  
 TRUFORM, steam-iron garment finisher, American  
 Cleaners Equipment Co., Div. American Lau-  
 ndry Machinery Co.  
 TRUMATIC, flatwork folder, American Laundry  
 Machinery Co.

TRUMP, spot remover, Spix Products Co.  
 TRU-SHEEN, CONCENTRATE, drycleaning soap,  
 Tru-Sheen Corp.  
 TRUSTY, gasoline strainers, Lunkenheimer Co.  
 TT TICKET TAG, identification systems, "TT"  
 Ticket Tag Corp.  
 TUBE-O, trouser guard, Garment Hanger Co.  
 TUB-TYPE, trucks, Market Forge Co.  
 TUFF HIDE, padding, Pittsburgh Waterproof Co.  
 TUFFLEX, padding, Wood Conversion Co.  
 TUFF-TEX, metal press pads, X. S. Smith, Inc.  
 TUFFY, heavy duty synthetic detergent, Thomson  
 Chemical Co.  
 TUMBOLITE, lighting fixture for open-end tum-  
 blers, Donnell Co.  
 TURBO ACTION, washers, Zephyr Laundry Ma-  
 chinery Co.  
 TURBO GUN, spotting gun, Elliot Rahe Mfg. Co.  
 TURBO-JET, steam canopy, Hopkins Equipment  
 Co.  
 TURBO-VAC, single press vacuum system, Pan-  
 tex Mfg. Co.  
 TURCO, insecticides, germicides, Turco Products,  
 Inc.  
 TUWAY, strainers, Wright-Austin Co.  
 TWEEN, emulsifier, wetting agent, Industrial  
 Chemicals Dept. (Atlas Powder Co.)  
 20th CENTURY, needle bearing, Roller Bearing  
 Co. of America  
 20-L, laundry starch, Clinton Foods Inc.  
 TWENTY-TWENTY, front-loading washer, Ameri-  
 can Laundry Machinery Co.  
 TWIN CONTACT CONTROLS, controls, regula-  
 tors, gauges, Perfex Corp.  
 TWINMATIC, washer and extractor, Imperial  
 Laundry Machinery Co.  
 TWINPLEX, fur cleaning drum and cage, Walter  
 Haertel Co.  
 TWIN-PRESS, drycleaning press, Reliable Steam  
 Pressing Machine Service, Inc.  
 TWIN RAPID, automatic shirt press, general pur-  
 pose press, Reliable Steam Pressing Machine  
 Service, Inc.  
 TWINTAINER, extractor, Fletcher Works, Inc.  
 TWIN-TEX, metal press pads, X. S. Smith, Inc.  
 TWIST-EMS, hanger combiners, German's Inc.  
 Twist-Fins Div.  
 TWISTEMS, hanger combiners, H. F. Hanscom  
 & Co.  
 TWITCHELL, emulsifying bases, Emery Indus-  
 tries, Inc.  
 249, stripper, Patek & Co.  
 2GAV, compressor plant, Westinghouse Air Brake  
 Co., Industrial Products Div.  
 209, general formula, R. B. Street & Co., Inc.  
 TY-BORDS, forms for pressing neckties, Joe L.  
 Winner  
 TYCO, stick machine cleaner for hot irons,  
 presses, Tyson Sales Co., Inc.  
 TYGON, plastics, U. S. Stoneware Co.  
 TYMIT, timers, Tork Clock Co., Inc.  
 TY-ON, nylon press covers, F. H. Bonn Co.  
 TYPE 16, 16+2, 16R, soap builders, Turco  
 Products, Inc.

## U

U.S., stoneware, U. S. Stoneware Co.  
 UCON, lubricants (synthetic oil and grease),  
 Carbide & Carbon Chemicals Corp., Unit of  
 Union Carbide & Carbon Corp.  
 UCON, tumblers, drycleaning units, U. S. Hoff-  
 man Machinery Corp.  
 U-DOR-A, spot remover, Nu-Pro Mfg. Co.  
 ULTRA-LITE, sour, Standard Chemical Works  
 Co.  
 ULTRAL-SOL, soap builder, Thompson-Hayward  
 Chemical Co.  
 ULTRA-SPEED, drying tumbler, American Lau-  
 ndry Machinery Co.  
 ULTRA-WITE, fluorescent compound, whitener,  
 H. Kohnstamm & Co., Inc.  
 UNAFLOW, steam engines, Ames Iron Works  
 UNA RETURN, ironer, Zephyr Laundry Ma-  
 chinery Co.  
 UNIFOLO, drycleaning washer, Western Laundry  
 Machinery Co.  
 UNIFOM C, rug and upholstery cleaning deter-  
 gents, Fumol Corp.  
 UNILEVER, cylinders, Zephyr Laundry Ma-  
 chinery Co.  
 UNIPRESS, air-driven laundry presses, Unipress  
 Co.  
 UNITED, laundry cart, U. S. Steel & Wire Co.  
 UNITED, washable uniforms, United Cotton  
 Goods Co., Inc.  
 UNITHERM, unit heaters, Clarage Fan Co.  
 UNIT KLEEN, drycleaning washer-extractor,  
 Unit Wash Co.  
 UNIT WASH, laundry washer-extractor, Unit  
 Wash Co.  
 UNIVALVE, valves, Edward Valves, Inc., Sub-  
 sidiary Rockwell Mfg. Co.  
 UNIVERSAL, painted book matches, Universal  
 Match Corp., St. Louis 3, Mo.  
 UNIVERSAL SPEED-FEED, sales control sys-  
 tem, Etry Register Co.  
 UNIVERSAL STRIPPER, stain remover and  
 stripper, H. Kohnstamm & Co., Inc.  
 UNLOADING CASCADE, laundry washer,  
 American Laundry Machinery Co.

UNOX, penetrant for fire-fighting, Carbide & Car-  
 bon Chemicals Corp., Unit of Union Carbide  
 & Carbon Corp.  
 URBAN, truck bodies, Montpelier Mfg. Co.  
 U-SAN-O, mothproofing, American Mothproofing  
 Co.  
 U. S. KOGILON, press pads, sponge, Newhouse  
 Co.  
 U. S. MODEL 518-1, U. S. Blind Stitch Ma-  
 chine Corp.  
 USS STAINLESS, stainless steel, U. S. Steel Co.  
 USTEX, wire and cable, U. S. Rubber Co.  
 UTILITY, specially built truck bodies, Utility  
 Truck Corp.

## V

V-C, feed ribbons, textiles, Virginia-Carolina  
 Laundry Supply Co.  
 V.D., spotter, Adco, Inc.  
 V & W, assorting reels, V & W Equipment Co.  
 VALETARIA, drycleaning and laundry vendor,  
 U. S. Hoffman Machinery Corp.  
 VALETOR, drycleaning equipment, U. S. Hoff-  
 man Machinery Corp.  
 VAN DYKE, SILICA, silica brick, Mexico Re-  
 factories Co.  
 VANETTE, truck bodies, Caravan Div., Universal  
 Sales, Inc.  
 VANITE, liquid detergent, Adco, Inc.  
 VAPOR-CLARKSON, steam generating unit,  
 Steam Engineering & Sales Co.  
 VAPOSAVER, combination tumbler, reclaiming,  
 U. S. Hoffman Machinery Corp.  
 VARIATOR, steam traps, American District  
 Steam Co., Inc.  
 VAULTMASTER, fur cleaning and storage equip-  
 ment, Huelisch Div., American Laundry Ma-  
 chinery Co.  
 VEEDER-ROOT, computing and counting de-  
 vices, Veeder-Root, Inc.  
 VEE-LOK, clutch facings, Raybestos-Manhattan  
 Inc.  
 VEE-THREE, paste drycleaning soap, Riverside  
 Mfg. Co.  
 VEGETABLE IVORY, buttons, Eureka Button Co.  
 VELAN UNIVERSAL, steam trap, Velan Engi-  
 neering Co.  
 VELCO, marking ink and sets, Ink-O Products Co.  
 VELOCITY DRAINER, steam trap (float), W. M.  
 Ayler Organization, Inc.  
 VELOCITY STEAM, steam system, Velocity  
 Steam Production Engineering Co.  
 VEL-ODOR, concentrated liquid odor neutralizer,  
 Caled Products Co., Inc.  
 VELVET RAINBOW, combination starch, Huron  
 Milling Co.  
 VELVET SHEEN, rubber base wall paint,  
 Tropical Paint & Oil Co.  
 VELVET WHEAT, wheat starch, Huron Milling  
 Co.  
 VELVO, wetcleaning soap, Davies-Young Soap  
 Co.  
 VERSI, laundry and wetcleaning textile finishing  
 compound, John T. Stanley Co., Inc.  
 VERTEN, low-titer soap flakes, Swift & Co.  
 VIBRAMOVER, fur cleaning table, Walter Haertel  
 Co.  
 VIBRA-SORBER, pipeline vibration absorber,  
 Flexonics Corp.  
 VIC, drycleaning machinery, Vic Cleaning Ma-  
 chine Co.  
 VIC SOL, petroleum solvent, drycleaning unit,  
 Vic Cleaning Machine Co.  
 VICTOR, straight pins, Rodan Mfg. Co.  
 VICTOR, wheat starch, Keefer Starch Co.  
 VICTORY, blue, Minnesota Chemical Co.  
 VICTORY, drycleaning soaps, Patek & Co.  
 VICTORY, fur cleaning fluid, Bernard Sirota Co.  
 VICTORY, laundry marking tags, Tagit Co.  
 VIGIL, diaper antiseptic and deodorant, Patek  
 & Co.  
 VIKI, pipe joint compound, Keystone Lubricat-  
 ing Co.  
 VIKING, intermediate quality, dry press firebrick,  
 Moxon Refractories Co.  
 VIKING, pumps, Viking Pump Co.  
 VIM, steam engines, Ames Iron Works  
 VIRGINIA GREENSTONE, non-skid floor sur-  
 facing material, soaking and rinsing tubs, wet-  
 cleaning tables, Virginia Greenstone Co., Inc.  
 VISCOR, filter, Weston Electrical Instrument  
 Corp.  
 VITA-CAL, self-sealing flat wall finish in semi-  
 mate form, Vita-Var Corp.  
 VITA-CLOE, mildewproofing, weatherproofing  
 finishes, Vita-Var Corp.  
 VITA-LUX, synthetic white enamel soap varnish,  
 Vita-Var Corp.  
 VITA-VAR, paints, enamels, varnishes, Vita-Var  
 Corp.  
 VITEX, drycleaning soaps, Patek & Co.  
 VIVIDOL, CL, synthetic drycleaning detergent,  
 Stanford Chemical Co.  
 VIVIDOL, HL, petroleum drycleaning detergent,  
 Stanford Chemical Co.  
 VIVIPRESS, finishing compound, steam treating  
 chemical, Stanford Chemical Co.  
 VOKES, air cleaners, filters, separators, strainers,  
 Drico Industrial Corp.  
 VOLTEX, spotting agent, Spix Products Co.

## TRADE NAMES

**VOL-U-METER**, flow-responsive proportioning pump, Proportioners, Inc.  
**VORCLAY**, bentonite clay, American Colloid Co.  
**VORCLONE**, extractors, tumbler, U. S. Hoffman Machinery Corp.  
**VORSEC**, extractors, drycleaning units, U. S. Hoffman Machinery Corp.  
**V-S DRIVE**, all-electric adjustable speed drive for a.c. circuits, Reliance Electric & Engineering Co.  
**VULCAN**, cover cloth, Pittsburgh Waterproof Co.  
**VULCAN**, stokers, Canton Stoker Corp.  
**VULCO**, V-pulleys, Gates Rubber Co.  
**VULCOMOUNT**, sheaves, Gates Rubber Co.

## W

**W.D.P.**, wet or dry prespotter, Warco Laboratories  
**W.L.**, drycleaning detergents, Caled Products Co.  
**W. P. R.**, wet and dry paint remover, National Cleaners Chemical Mfg. Co.  
**WALCO**, pipe wrench, Walworth Co.  
**WALDORF**, paper hangers, Waldorf Co.  
**WALLHIDE**, paint, Pittsburgh Plate Glass Co., Paint Div.  
**WALSEAL**, threadless bronze fitting, Walworth Co.  
**WALSH**, diaphragms, gaskets, packings, pump valves, Walsh Packing Co.  
**WALWORTH**, valves and pipe fittings, Walworth Co.  
**WARING**, electric steam iron, Waring Products Corp.  
**WARREN**, leather belting, cement, dressing, Warren Belting Co., Inc.  
**WARRIOR**, tire rebuilding and repair material, Mohawk Rubber Co.  
**WASH-A-WAY**, washer, Conk Machinery Sales Co.  
**WASHEX**, combination washer-extractor, Fabric Laundry & Dry Cleaning Machinery Corp.  
**WASHINE**, bleach (sodium hypochlorite), Washine National Sands, Inc.  
**WASHINITE**, detergent, Washine National Sands, Inc.  
**WASHMOR**, nylon laundry nets, Tingle, Brown & Co.  
**WASHMETER**, washing machine recorder, Huebsch Div., American Laundry Machinery Co.  
**WASHTEX**, overall compound, Thompson-Hayward Chemical Co.  
**WATCH-DOG**, water meters, Worthington Pump & Machinery Corp.  
**WATCOCELL**, asbestos pipe covering, blocks, Bureid Co.  
**WATER KING**, small water supply pump, Peerless Pump Div., Food Machinery & Chemical Corp.  
**WATERPROOFON PRK**, water repellent, Apex Chemical Co., Inc.  
**WATERSPAR**, polishing wax, Pittsburgh Plate Glass Co., Paint Div.  
**WATERWAY**, laundry combination washer-extractor, Pantex Mfg. Co.  
**WAYNE**, air compressors, pneumatic and hydraulic hoists, hose reels, Wayne Pump Co.  
**WEATHER-MAKERS**, air conditioning, Carrier Corp.  
**WEATHER-MASTERS**, air conditioning, Carrier Corp.  
**WEAVE-BAC**, reweaving process, Weave-Bac  
**WEDGEWAX**, anti-skid floor wax, Pest Control Equipment Co.  
**WEE-SCOT**, high-pressure boiler, Titusville Iron Works Co., Div. Struthers Wells Corp.  
**WEIGHT-O-GRAPH** 77, automatic scale attachment for beam scales, Howe Scale Co.  
**WELDEDGE**, protective metallic bonding, Multi-Metal Wire Cloth Co., Inc.  
**WELDMASTER**, platform, Lewis-Shepard Products, Inc.  
**WELPCO**, steam valves, discs, Western Laundry Press Co.  
**WERKRITE**, neutral tallow flakes, powder, Allen B. Wrisley Co.  
**WERK'S COLDWATER**, built red-oil soap, Allen B. Wrisley Co.  
**WESCLENE**, liquid break, West Side Corp.  
**WESCO**, dry spotter, prespotter, West Side Corp.  
**WESCOTT**, shirt packaging supplies, Wescott Products Corp.  
**WESOFORM**, volatile dry spotter, West Side Corp.  
**WEST COAST**, extractors, washers, curtain stretchers, West Coast Laundry Machinery Co.  
**WESTERN**, deep well turbine pumps, deep well turbine pressure systems, Western Pump Co., Ltd.  
**WESTERN**, laundry washers, extractors, drycleaning washers, Western Laundry Machinery Co.  
**WESTINGHOUSE**, air compressors, Westinghouse Air Brake Co., Industrial Products Div.  
**WESTINGHOUSE**, lamps, Westinghouse Electric Corp.  
**WESTINGHOUSE**, laundromat, washers, Ald, Inc.  
**WESTON**, electrical indicating instruments, Weston Electric Instrument Corp.  
**WESTVACO**, chlorinated solvent (synthetic), Westvaco Chemical Div., Food Machinery & Chemical Corp.  
**WET-AGE**, wet spotter, G & G Chemical Co.

**WETAWAY**, water repellent, Carman & Co., Inc.  
**WET-CLEAN-EZE**, wetcleaning soap, Raychem Products Co.  
**WET-O-DRY**, paint remover, Merson Products Co.  
**WETSIT**, wetting agents, Jacques Wolf & Co.  
**WETSOL**, wet spotter, Nu-Pro Mfg. Co.  
**WETSOLV**, penetrant, Package Chemical Co.  
**WETSPOT**, wet spotter, Adco, Inc.  
**WETSYN**, synthetic detergent, E. F. Drew & Co., Inc.  
**WETTEX**, wetcleaner, Essential Chemicals Co.  
**WETSPOTTER**, paint, oil and grease remover, Riverside Mfg. Co.  
**WHALEBONE**, leather and waterproof leather belting, Charlotte Leather Belting Co.  
**WHEATEX**, combination starch, Huron Milling Co.  
**WHEAT-N-CORN**, combination starch, Keever Starch Co.  
**WHEEL**, starch, A. E. Staley Mfg. Co.  
**WHEEL-EZY**, hand truck, Rapids-Standard Co., Inc.  
**WHIRL-SORT**, sorting reel, Franklin Mfg. Co.  
**WHIRLWIND**, extractor, Fletcher Works, Inc.  
**WHITE CAP**, drycleaning soap, Midland Color & Chemical Co.  
**WHITE CAP**, laundry blue, Beach Soap Co.  
**WHITEHOUSE**, nylon cover cloth, flannel, press covers, sewing thread, flatwork ironer cord and tape, Whitehouse Nylon Products  
**WHITE HOUSE**, wheat starch, Huron Milling Co.  
**WHITEHOUSE BLUE STREAK**, nylon nets, Whitehouse Nylon Products  
**WHITEHOUSE ROK HIB**, nylon nets, Whitehouse Nylon Products  
**WHITENT**, fluorescent dye addition to soaps, Carlton Chemical Co., Inc.  
**WHITE LABEL**, medium-titer neutral soap, Beach Soap Co.  
**WHITE RIBBON**, tallow soap chips and powder, Swift & Co., Inc.  
**WHITE STAR**, drycleaning paste soap, R. R. Street & Co., Inc.  
**WHITLOCK**, preheaters, Whitlock Mfg. Co.  
**WHITSON**, SYSTEM, boiler return systems, Healy-Ruff Co.  
**WICK**, tapes and braids, Wick Narrow Fabric Co.  
**WILL-BURT**, coal stokers, oil burners, gas burners, Will-Burt Co.  
**WILLIAMS**, laundry and drycleaning machinery, Williams Laundry Machinery Co., Inc.  
**WILLIAMS & DAVIS**, boilers, condensation return systems, return units, boiler feed-water systems, Williams & Davis Boiler & Welding Co., Inc.  
**WILLIS-MILCO**, rug beater, A. O. Miller Co.  
**WINDO**, cedarized storage bag, Lincoln Bag Co.  
**WING CLAMP**, collar support, Para-Lux Products Co.  
**WING-GARDS**, hanger shields, Para-Lux Products Co.  
**WING-LOCK**, collar support, Para-Lux Products Co.  
**WING-ROLL**, collar support, Para-Lux Products Co.  
**WINKLER**, stokers, U. S. Machine Corp.  
**WIZARD**, extractors, Hammond Laundry-Cleaning Machinery Co.  
**WIZARD**, laundry net, Southern Mills, Inc.  
**WOLF**, electric cloth cutters, fabric drills, rag cutters, Wolf Machine Co.  
**WOLKIND**, formal-wear rental service, Wolkind Bros.  
**WOLVERINE**, synthetic drycleaning machine, Wolverine Sales Co.  
**WONDERFOLD**, sport shirt protectors, Sutherland Paper Co.  
**WONDER WASH, O. D.**, wetcleaning detergent, Wonder Wash Corp.  
**WONDER WEAVERS**, reweaving damaged clothing, Wonder Weavers  
**WONDER WORKER**, sewing machine, U. S. Blind Stitch Machine Corp.  
**WONDRESS**, flatwork ironer pads, Southern Mills, Inc.  
**WOOL**, soap, Swift & Co.  
**WOOLZ**, a specific woolen soap, Caled Products Co., Inc.  
**WORKHORSE**, rug scrubber, Certified Chemical & Equipment Co.  
**WORK SAVERS**, drycleaning truck, Time Savers, Inc.  
**WORTHITE**, pumps, Worthington Pump & Machinery Corp.  
**WOVERITE**, cover cloth, padding, Lewis National Corp.  
**WRAP-O-MATIC**, automatic paper cutting and wrapping machine, Rosenthal Mfg. Co.  
**WULPRESS**, wool press cloth and surface cloth, nylon and wool press and surface cloth, Arms Textile Mfg. Co.  
**WYANDOTTE**, detergents, soaps, Wyandotte Chemicals Corp.  
**WYTEN**, soap builder, Turco Products, Inc.  
**WYTINO**, stripper, Kuehne Chemical Co.

## X

**X. L.**, built synthetic detergent, Armour & Co.  
**XANNO**, indelible ink (no heat), Applegate Chemical Co.  
**X-PANDO**, collar supports, Time Savers, Inc.

**X-30**, rag and overall detergent, George Stearns Chemical & Mfg. Co.  
**XTRA**, nylon press cloth, X. S. Smith, Inc.

## Y

**YA-DE**, mothproof, Crossland Mfg. Co., Inc.  
**YARMOR**, pine oil, Hercules Powder Co.  
**YARWAY GUN PAKI**, expansion joints, Yarnall-Waring Co.  
**YARWAY HI-LO ALARM**, water columns, Yarnall-Waring Co.  
**YARWAY HI-LO GRAPH**, liquid level recorder, Yarnall-Waring Co.  
**YARWAY IMPULSE**, steam traps, Yarnall-Waring Co.  
**YARWAY INVOLUTE**, spray nozzles, Yarnall-Waring Co.  
**YARWAY SEATLESS**, blow-off valves, Yarnall-Waring Co.  
**YARWAY SESURE INCLINED**, water gauges, Yarnall-Waring Co.  
**YELLOWGO**, liquid dye-reducing agent, A. L. Wilson Chemical Co.  
**YELLOW REMOVER**, dye stripper, Patek & Co.  
**YELLOW SPECIFIC NO. 13**, liquid stripper, Carman & Co., Inc.  
**VELO-LIQUID COLD STRIPPER**, stain remover and stripper, H. Kohnstamm & Co., Inc.  
**YORK-HEAT**, burners, generators, York-Shipley, Inc.

## Z

**Z-P**, silk drycleaning soap for chlorinated solvent systems, Caled Products Co., Inc.  
**Z-AIR**, drycleaning press, Prosperity Co., Inc.  
**ZANZIBAR-CARBON**, blues, curtain colors, indelible ink, indelible ink eradicant and thinner, B. Heller & Co.  
**ZARMITE**, foot-power laundry presses, American Laundry Machinery Co.  
**ZARMO**, foot-power laundry presses, American Laundry Machinery Co.  
**ZARMOETTE**, air-driven laundry presses, American Laundry Machinery Co.  
**ZEETONE**, paint remover, Riverside Mfg. Co.  
**ZELAN**, durable water repellent, E. I. du Pont de Nemours & Co., Inc.  
**ZELCO**, press and ironer pads, padding, press covers, Nathan Zellermayer & Co.  
**ZELTEX**, press and ironer pads, padding, press covers, Nathan Zellermayer & Co.  
**ZENITH**, electric timers, Zenith Electric Co.  
**ZENITH**, extractors, filters, washers, Billingsly Machinery Co.  
**ZEOLITE**, boiler feed-water treatment, National Chemical Sales Co., Laboratory, Inc.  
**ZEPHYR**, extractor, ironer, washer, Zephyr Laundry Machinery Co.  
**ZERO**, combination water softener and iron removers, neutralizers, Zero Water Softener Mfg. Co.  
**ZEROSOFT**, water softener, iron remover, filter, zeolite, Zero Water Softener Mfg. Co.  
**ZEST**, synthetic wetcleaning soap, Adco, Inc.  
**ZIG-ZAG**, heat exchangers and reclaimers, David Stout & Sons  
**ZIP**, Celanese curtain finisher, Hopkins Equipment Co.  
**ZIP**, go-back conveyor, Time Savers, Inc.  
**ZIPOLA**, lubricant, High Chemical Co.  
**ZIPON**, leather finish, Keystone Aniline & Chemical Co., Inc.  
**ZIPPER-EASE**, stainless lubricant, A. G. S. Co.  
**ZIPPO**, wetcleaning detergent, Benda Products, Inc.  
**ZIP-R-FIX**, tool kit for repairing zippers, Mars Tool Co.  
**ZIP STIK**, ink remover, Keystone Aniline & Chemical Co., Inc.  
**ZOL**, synthetic drycleaning solvent, Stauffer Chemical Co.  
**ZOLVIT**, paint, oil and grease remover, Riverside Mfg. Co.  
**ZONE-AIR**, leather reconditioning unit, American Laundry Machinery Co.  
**ZONE-AIR**, laundry or drycleaning drying tumbler, American Laundry Machinery Co.  
**ZONEX**, chlorofluor substitute, Package Chemical Co., Inc.  
**ZORIC**, garment cleaning system, American Cleaners Equipment Co., Div. American Laundry Machinery Co.  
**Z-RAY**, drycleaning detergent, Delan Co.  
**ZUCKERBERG**, replacement collars and cuffs for white shirts, Zuckerberg Co.  
**ZUDS**, sulphated compound for wetcleaning in salt or acid solutions, Caled Products Co., Inc.  
**ZURON**, petroleum solvent drycleaning unit, American Cleaners Equipment Co., Div. American Laundry Machinery Co.  
**ZYME**, enzymic desizing and cleaning compound, Carman & Co., Inc.  
**ZYMO**, enzymic spot remover, Keystone Aniline & Chemical Co., Inc.

# MANUFACTURERS

equipment and supply producers listed alphabetically with their mailing addresses

## A

A. A. A. Weaving Service, 1182 Madison Ave., New York 28, N. Y.  
 A. A. Laundry Machinery Co., 1110-12 S. Kedzie Ave., Chicago 12, Ill.  
 A-B Novelty Corp., 519 30th St., Union City, N. J.  
 A. G. S. Co., Muskegon, Mich.  
 Academy Hanger Co., Inc., 177 E. 123rd St., New York 35, N. Y.  
 Academy Paper Box Co., 3604 Park Ave., New York 56, N. Y.  
 Ace Cabinet Corp., Belleville Ave., New Bedford, Mass.  
 Ace Fastener Corp., 3415 N. Ashland Ave., Chicago 13, Ill.  
 Ace Hose & Rubber Co., 761 W. Van Buren St., Chicago 7, Ill.  
 Acker, W. M., Organization, Inc., 3167 Fulton Rd., Cleveland 9, Ohio  
 Acme Dye House, Inc., 7606 Carnegie Ave., Cleveland 3, Ohio  
 Acme Hatters Supply Co., 104-106 Bleecker St., New York 12, N. Y.  
 Acme Industrial Compounds Corp., 625 S. Goodman, Rochester 7, N. Y.  
 Acme Soap Co., 251 Third St., Cambridge 42, Mass.  
 Adams Weaving Co., 1123 Republic Bldg., Chicago 4, Ill.  
 Adco, Inc., 900-928 W. Main St., Sedalia, Mo.  
 Addressograph-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17, Ohio  
 Adell Chemical Co., 176 Race St., Holyoke, Mass.  
 Adhesive Products Corp., 1660 Boone Ave., New York 60, N. Y.  
 Adrian Research & Chemical Co., Inc., Elm & Pennsylvania Aves., North Wales, Pa.  
 Advance Floor Machine Co., 2613 S.E. Fourth St., Minneapolis 14, Minn.  
 Aero Corp., 214 Lafayette Pl., Englewood, N. J.  
 Aerovent Fan Co., 700 E. Ash St., Piqua, Ohio  
 Aid, Inc., 3549 N. Clark St., Chicago 13, Ill.  
 Aleutite Div., Stewart Warner Corp., 1826 Diverser Parkway, Chicago 31, Ill.  
 Alert Boiler & Mfg. Co., 9661 Robson St., Detroit 28, Mich.  
 Allcraft Mfg. Co., 27 Hayward St., Cambridge 42, Mass.  
 Allegheny-Ludlum Steel Corp., 2020 Oliver Bldg., Pittsburgh 22, Pa.  
 Allen, R. C., Business Machines, Inc., 678 Front St., N. W., Grand Rapids, Mich.  
 Allen & Vickers, Inc., 495 Glen Iris Dr., N. E., Atlanta 5, Ga.  
 Allied Equipment Co., 7671 Rogers Ave., Chicago 26, Ill.  
 Allied Laundry Machinery Corp., 256 Wythe Ave., Brooklyn, N. Y.  
 Allied Printing & Stationery Co., Inc., 270 Lafayette St., New York 12, N. Y.  
 All-in-One Mfg. & Supply Co., 1408 Cook St., Houston 6, Texas  
 Allis-Chalmers Mfg. Co., 1126 S. 70th St., Milwaukee 1, Wisc.  
 Alms, Louis, Co., 427 E. Stewart St., Milwaukee 7, Wisc.  
 Almore Dye House, 4412-4424 Wentworth Ave., Chicago 9, Ill.  
 Alrose Chemical Co., 180 Mill St., P.O. Box 1294, Providence, R. I.  
 Aluminum Co. of America, 640 Gulf Bldg., Pittsburgh 19, Pa.  
 Ambassador Continuous Towel Cabinet Co., 125 N. Mission Rd., Los Angeles 33, Cal.  
 Amber Mfg. Co., 607 S. Union Ave., Los Angeles 14, Cal.  
 Amber School of Weaving, 611 Main St., Buffalo 3, N. Y.  
 Americaine, Inc., 1316 Sherman Ave., Evanston, Ill.  
 American Air Compressor Corp., 48th & Dell Ave., North Bergen, N. J.  
 American Alcolac Corp., 3450 Fairfield Rd., Baltimore 26, Md.  
 American Aniline Products, Inc., 820 S. Clinton St., Chicago 7, Ill.

American Associated Cos., Inc., 451-461 Stephens St., S.W., Atlanta, Ga.  
 American Brake Shoe Co., Kellogg Div., 97 Humboldt St., Rochester 9, N. Y.  
 American Brass Co., American Metal Hose Branch, 698 S. Main St., Waterbury 20, Conn.  
 American Cleaners Equipment Co., Div. American Laundry Machinery Co., Ross & Section Aves., Cincinnati 12, Ohio  
 American Coal Burner Co., 18 E. Erie St., Chicago 11, Ill.  
 American Coat Hanger Mfg. & Specialty Co., 3917-21 W. Jefferson Blvd., Los Angeles 16, Cal.  
 American Colloid Co., 363 W. Superior St., Chicago 10, Ill.  
 American Coolair Corp., Box 2300, Jacksonville 3, Fla.  
 American District Steam Co., 455 Bryant St., North Tonawanda, N. Y.  
 American Dyeing & Cleaning Co., 4110 Worth St., Dallas 1, Texas  
 American Electrical Heater Co., 6110 Cass Ave., Detroit 2, Mich.  
 American Engineering Co., Aramingo Ave. & Cumberland St., Philadelphia 25, Pa.  
 American Felt Co., Glenville, Conn.  
 American Hair & Felt Co., 1828 Merchandise Mart, Chicago 54, Ill.  
 American Hatters Supplies, Inc., 9 E. Harrison St., Chicago 5, Ill.  
 American Institute of Laundering, Joliet, Ill.  
 American-La France-Foamite Corp., 100 E. La France St., Elmira, N. Y.  
 American Laundry Machinery Co., Norwood Station, Cincinnati 12, Ohio  
 American Mineral Spirits Co., 230 N. Michigan Ave., Chicago, Ill.  
 American Monorail Co., 13107 Athens Ave., Cleveland 7, Ohio  
 American Mothproofing Co., 711 N. Euclid Ave., St. Louis 8, Mo.  
 American Numbering Machine Co., Atlantic & Shepherd Aves., Brooklyn 8, N. Y.  
 American Pressboard Co., 110 W. 30th St., New York 1, N. Y.  
 American Shirt Co., 1123 Broadway, New York 10, N. Y.  
 American Sterilizer Co., 1230 Plum St., Erie, Pa.  
 American Telephone & Telegraph Co., 195 Broadway, New York 7, N. Y.  
 American Textile Weaving Co., 5 N. Wabash, Chicago, Ill.  
 American Water Softener Co., Fourth & Lehigh, Philadelphia 33, Pa.  
 American Wire Form Corp., 265 Grant Ave., Jersey City 5, N. J.  
 American Writing Ink Co., Inc., 15 Hathaway St., Boston 10, Mass.  
 Ames Iron Works, E. Second & Cayuga Sts., Oswego, N. Y.  
 Anderson, Glenn L., 3887 Bushnell Rd., Cleveland 18, Ohio  
 Anderson Box & Basket Co., Inc., Henderson, Ky.  
 Anderson Specialty Mfg. Co., 5 Hunt Rd., W. E., Jamestown, N. Y.  
 Anderson, V. D., 1935 W. 96th St., Cleveland 2, Ohio  
 Anderson-Prichard Oil Corp., Apco Tower, Oklahoma City 2, Okla.  
 Andreas, M., 156 E. 88th St., New York 28, N. Y.  
 Andrew Paper Box & Bag Corp., 845 Gates Ave., Brooklyn 23, N. Y.  
 Andrew Technical Service, 11 E. Delaware Pl., Chicago 11, Ill.  
 Angelica Uniform Co., 1419-29 Olive St., St. Louis 3, Mo.  
 Angle Steel, Inc., Acorn St., Plainwell, Mich.  
 Ansul Chemical Co., Marinette, Wisc.  
 Anthony Co., 47-33 Fifth St., Long Island City 1, N. Y.  
 Apex Chemical Co., Inc., 225 W. 34th St., New York 1, N. Y.  
 Applegate Chemical Co., 5632 Harper Ave., Chicago 37, Ill.  
 Aqua-Sec Corp., 1450 Broadway, New York 18, N. Y.  
 Arabol Mfg. Co., 110 E. 42nd St., New York 17, N. Y.

Armite Laboratories, 6609 Broad St., Los Angeles 1, Cal.  
 Armour & Co., Industrial Soap Div., 1355 W. 31st St., Chicago 9, Ill.  
 Arms Textile Mfg. Co., 51 Madison Ave., New York 10, N. Y.  
 Armstrong Hart Co., 381 Peachtree, N. E., Atlanta 3, Ga.  
 Armstrong Machine Works, 850 Maple St., Three Rivers, Mich.  
 Arnold-Hoffman & Co., Inc., 55 Canal St., Providence, R. I.  
 Aroscent, Inc., P. O. Box 269, Dobbs Ferry, N. Y.  
 Arrow Fastener Co., Inc., 1 Junius St., Brooklyn 12, N. Y.  
 Arrow Mfg. Co., Inc., 2924 Terrace St., Kansas City 8, Mo.  
 Arrow Tank Co., Inc., 16 Barnett St., Buffalo 15, N. Y.  
 Ashton Valve Co., 161 First St., Cambridge 39, Mass.  
 Astelin, Victor, Fur Co., 412 Eighth Ave., New York 1, N. Y.  
 Associated Crib Diapers Cos., 4747 N. Damen Ave., Chicago 25, Ill.  
 Atlanta Brush Co., Box 1358, Atlanta 1, Ga.  
 Atlanta Paper Co., Marietta Ave., Atlanta, Ga.  
 Atlas Body Co., 4150 E. Thompson St., Philadelphia 37, Pa.  
 Atlas Powder Co., Industrial Chemicals Dept., Wilmington 99, Del.  
 Atlas Steel Products, Inc., 1160 Chico Ave., El Monte, Cal.  
 Attapulgus Clay Co., 210 W. Washington Sq., Philadelphia 5, Pa.  
 Aurora Mfg. Co., 74 Wythe Ave., Brooklyn, N. Y.  
 Autographic Register Co., Seventh & Park, Hoboken, N. J.  
 Automatic Paper Box Corp., 1011-25 S. California Ave., Chicago, Ill.  
 Automatic (Susman) Steam Products Corp., 140 W. 31st St., New York, N. Y.  
 Automatic Temperature Control Co., Inc., Philadelphia 44, Pa.  
 Automobile Insurance Co., 151 Farmington Ave., Hartford, Conn.  
 Ayr-Mor Machinery Co., Inc., 6546 N. Sheridan Rd., Chicago 26, Ill.

## B

B & C Engineering Co., 2706 Chestnut St., Toledo, Ohio  
 B & G Machinery Co., 2432 Southeastern Ave., Indianapolis 1, Ind.  
 Bader, C. L., Co., Inc., 110 N. 10th St., Fort Smith, Ark.  
 Bachr Laundry Machine Co., 29 Calumet St., Newark 5, N. J.  
 Bahnsen Co., 1001 S. Marshall St., Winston-Salem, N. C.  
 Bailey Meter Co., 1050 Ivanhoe Rd., Cleveland 10, Ohio  
 Bailey, Prihoda & Co., 326 Kalamazoo Ave., Kalamazoo 11, Mich.  
 Baker, J. T., Chemical Co., N. Broad St., Phillipsburg, N. J.  
 Baltimore Specialties Co., 419 W. Baltimore St., Baltimore 1, Md.  
 Band Box Corp., 2301 Chouteau Ave., St. Louis 3, Mo.  
 Barco Mfg. Co., 1801-15 Winnemac Ave., Chicago 40, Ill.  
 Barreled Sunlight Paint Co., 10 E. Dudley St., Providence 1, R. I.  
 Barrett Div., Allied Chemical & Dye Corp., 40 Rector St., New York 6, N. Y.  
 Bart, Stuart, Inc., 114 E. 32nd St., New York 16, N. Y.  
 Barlett Label Co., 2135 Portage St., Kalamazoo 29F, Mich.  
 Bassick Co., 38 Austin St., Bridgeport 2, Conn.  
 Bauer, Samuel, & Sons, Inc., 143 W. 29th St., New York, N. Y.  
 Beach Soap Co., 125 Lawrence St., Lawrence, Mass.



# MANUFACTURERS

Beaver Pipe Tools, Inc., 310 Dana Ave., Warren, Ohio  
 Beckman Instruments, Inc., 820 Madison St., South Pasadena 60, Cal.  
 Behrstock, L. Co., 1708 S. State St., Chicago 16, Ill.  
 Belco Industrial Equipment Div., Inc., 50 Iowa Ave., Paterson 3, N. J.  
 Belmont Packing & Rubber Co., Inc., Butler & Sepivita Sts., Philadelphia 37, Pa.  
 Belnap & Thompson, Inc., 271 Madison Ave., New York, N. Y.  
 Bemis Bro. Bag Co., 408 Pine St., St. Louis 2, Mo.  
 Benda Products, Inc., 120 Potter St., Cambridge 42, Mass.  
 Bendix Aviation Corp., Flexible Hose Div., U. S. Route 6, Teterboro, N. J.  
 Benwall Mfg. Co., Inc., 2859 Atlantic Ave., Brooklyn 7, N. Y.  
 Bergen Machine Tool Co., Inc., Radne Unit Springs Div., 189 Franklin Ave., Nutley 10, N. J.  
 Berger Damage Reweaving Co., 666 Madison Ave., New York 21, N. Y.  
 Berger Mfg. Div., Republic Steel Corp., 1038 Belden Ave., N. E., Canton 5, Ohio  
 Berlou Mfg. Co., 35 Blaine Ave., Marion, Ohio  
 Bersworth Chemical Co., Waverly St., Framingham, Mass.  
 Bertsch & Co., Cambridge City, Ind.  
 Bestler Corp., 4053 Harlan St., Emeryville 8, Cal.  
 Best Forms Co., 10 Grace St., P. O. Box 736, Wilmington, N. C.  
 Bete Fog Nozzle, Inc., 85 Pierce St., Greenfield, Mass.  
 Better Packages, Inc., 255 Canal St., Shelton, Conn.  
 Big Ben Petroleum Products Co., 624 S. Michigan Ave., Chicago 5, Ill.  
 Bigelow-banford Carpet Co., 136 Madison Ave., New York 16, N. Y.  
 Bidwell Manufacturers, 315 E. Liberty St., Ann Arbor, Mich.  
 Billingsly Machinery Co., 4316-4404 Main St., Dallas, Texas  
 Binberg, Ben. & Co., Inc., 373 Broadway, New York 10, N. Y.  
 Binks Mfg. Co., 3114 W. Carroll Ave., Chicago 12, Ill.  
 Bishop, Barry, Co., 103 E. 125th St., New York 35, N. Y.  
 Bishop, G. H., Co., 618 S. Kolmar Ave., Chicago 24, Ill.  
 Bishee Research Div. of Hazemaster, Inc., 56 S. 11th St., Brooklyn 11, N. Y.  
 Blackmer Pump Co., 1809 Century Ave., S. W., Grand Rapids 7, Mich.  
 Blau, M., Mfg. Co., P. O. Box 269, Altamonte Springs, Fla.  
 Blenco Co., 215 Havemeyer St., Brooklyn 11, N. Y.  
 Bock Laundry Machine Co., Toledo Factories Bldg., Toledo 2, Ohio  
 Boiler Engineering & Supply Co., 330 Fourth Ave., Phoenixville, Pa.  
 Bond Foundry & Machine Co., Manheim, Pa.  
 Bond Street Bag & Paper Corp., 90 First St., Brooklyn 31, N. Y.  
 Bonis Bros. Fur Machinery Corp., 312 Seventh Ave., New York 1, N. Y.  
 Bonn, E. H., Co., 619 W. Fulton St., Chicago 6, Ill.  
 Bostitch, Inc., 574 Mechanic St., Westerly, R. I.  
 Boston Clip & Tag Co., 48 Grove St., Somerville, Mass.  
 Bostwick-Batterson Co., 315-23 N. 12th St., Philadelphia 7, Pa.  
 Bostwick Laboratories, 706 Bostwick Ave., Bridgeport 5, Conn.  
 Bowser, Inc., 1312 E. Creighton Ave., Fort Wayne 6, Ind.  
 Bralouk, A. N., 424 Madison Ave., New York 17, N. Y.  
 Brady Conveyors Corp., 20 W. Jackson Blvd., Chicago 4, Ill.  
 Braun Brush Co., 8833 78th St., Woodhaven 21, N. Y.  
 Bready Engineering Corp., 3103 N. 27th St., Milwaukee 16, Wisc.  
 Brenow Co., Plattville, Wisc.  
 Brewster Engineering Service, 509 N. Fourth Ave., P. O. Box 111, Oregon 1, Ill.  
 Brewer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.  
 Bridgeport Brass Co., 30 Grand St., Bridgeport 2, Conn.  
 Brillo Mfg. Co., Inc., 60 John St., Brooklyn 1, N. Y.  
 Bristol Co., Waterbury 91, Conn.  
 Brooks, Alfred J., 184 Dent St., West Roxbury, Boston, Mass.  
 Brownell Co., 450 N. Findlay St., Dayton 1, Ohio  
 Brumber & Zinniel, 6211 N. Bay Ridge Ave., Milwaukee, Wisc.  
 Bruner Corp., 2318 N. 30th St., Milwaukee 45, Wisc.  
 Brunner Mfg. Co., 1821 Broad St., Utica 1, N. Y.  
 Brunt Mfg. Co., 64 S. Division St., Buffalo 3, N. Y.  
 Bryan Steam Corp., Chili Pike, Peru, Ind.  
 Buffalo Meter Co., 2917 Main St., Buffalo 14, N. Y.  
 Bunn, R. H., Co., 7605 Vincennes Ave., Chicago 20, Ill.  
 Burcott Mills, 616 W. Fulton St., Chicago 6, Ill.  
 Burd Mfg. Co., 1897 Columbus Ave., Springfield 3, Mass.

Burgess-Berliner Associates, 214 S. First St., St. Charles, Ill.  
 Burkstar Specialties Co., 14019 Wyoming Ave., Detroit 4, Mich.  
 Burroughs Adding Machine Co., 6071 Second Ave., Detroit 32, Mich.  
 Bussard, R. D., & Son, 505 E. Fifth Ave., Albany, Ore.  
 Butler Engineering Co., 2612 Rousseau St., New Orleans 13, La.  
 Butler Mfg. Co., 7400 E. 13th St., Kansas City 3E, Mo.

C & H Electric Co., 436 W. Juneau Ave., Milwaukee 3, Wisc.  
 C. O. D. Cleaning & Dyeing Co., Davenport, Iowa  
 Caldwell, W. E., Co., 2050 Brook St., Louisville, Ky.  
 Caled Products Co., Inc., 4200 Bladensburg Blvd., Brentwood, Md.  
 Calgon, Inc., Hagan Bldg., Pittsburgh, Pa.  
 California Laundry Equipment Co., 2221 Union St., Oakland, Cal.  
 Callaway Mills, Inc., 295 Fifth Ave., New York 16, N. Y.  
 Cambridge Instrument Co., Inc., 3030 Grand Central Terminal, New York, N. Y.  
 Campbell Box & Tag Co., Main & Sample Sts., South Bend, Ind.  
 Campbell, J. A., Co., 645 E. Wardlow Rd., Long Beach 7, Cal.  
 Canton Stoker Corp., 1200 Andrew Pl., Canton 1, Ohio  
 Canvas Specialty Co., P. O. Box 937, Hartford 1, Conn.  
 Capital Poster Service, Inc., 307 Canal St., New York, N. Y.  
 Cappel, MacDonald & Co., 30 E. 60th St., New York, N. Y.  
 Carbide & Carbon Chemicals Corp., Unit of Union Carbide & Carbon Corp., 30 E. 42nd St., New York 17, N. Y.  
 Carey, Philip, Mfg. Co., Lockland St., Cincinnati 15, Ohio  
 Carey Salt Co., Carey Bldg., Hutchinson, Kans.  
 Carlton Chemical Co., Inc., 33 Commerce St., New York 14, N. Y.  
 Carlyle Rubber Co., Inc., 64 Park Pl., New York 7, N. Y.  
 Carman & Co., Inc., 70 Summit St., Brooklyn 31, N. Y.  
 Carnegie-Illinois Steel Corp., Carnegie Bldg., Pittsburgh 30, Pa.  
 Carovan Div., Universal Sales, Inc., Delaware, Ohio  
 Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.  
 Carson Textile Co., Inc., 2401 S. Swanson St., Philadelphia, Pa.  
 Carter's Ink Co., 239 First St., Cambridge 42, Mass.  
 Carver Pump Co., Hershey & Green Sts., Muscatine, Iowa  
 Cash, A. W., Co., P. O. Box 551, Decatur, Ill.  
 Cash, J. & J., Inc., Chestnut St., South Norwalk, Conn.  
 Caterpillar Tractor Co., 350 Fifth Ave., New York, N. Y.  
 Cauthen & Slocum, Inc., 1218 N. Capitol St., Washington 2, D. C.  
 Central Brass Mfg. Co., 2950 E. 55th St., Cleveland 4, Ohio  
 Central Dyeing Co., 1550 Dickson Ave., Scranton 9, Pa.  
 Centrise, 2224 63rd St., Kenosha, Wisc.  
 Century Electric Co., 1806 Pine St., St. Louis 3, Mo.  
 Century Paper Products Co., 333 N. Francisco, Chicago 11, Ill.  
 Certified Chemical & Equipment Co., 5366 St. Clair Ave., Cleveland 3, Ohio  
 Chase Valve Div., American Laundry Machinery Co., Norwood Station, Cincinnati 12, Ohio  
 Challenge Marking Tag Co., 3917-21 W. Jefferson Blvd., Los Angeles 16, Cal.  
 Chambers Extractor Co., 201 Embarcadero, San Francisco 11, Cal.  
 Champion Implement Corp., 45 W. 45th St., New York 19, N. Y.  
 Chandler Machine Co., West St., Ayer, Mass.  
 Charlotte Leather Belting Co., 314-B E. Sixth St., Charlotte 1, N. C.  
 Chase Brass & Copper Co., 236 Grand St., Waterbury 91, Conn.  
 Chatillon, John, & Sons, 89 Cliff St., New York 38, N. Y.  
 Checking System Co., 515 S. Walker St., Columbia, S. C.  
 Chek Products, Inc., 31 Nassau Pl., East Orange, N. J.  
 Chelsea Fan & Blower Co., 639 South Ave., Plainfield, N. J.  
 Chevin, Samuel, Co., Inc., 2721 N. Halsted St., Chicago 4, Ill.  
 Chevrolet Motor Div., General Motors Corp., Detroit 2, Mich.  
 Chicago Automatic Stoker Co., 14 N. Clinton St., Chicago 6, Ill.  
 Chicago Dryer Co., 2210 N. Pulaski Rd., Chicago 39, Ill.  
 Chicago Pearl Button Co., 216 W. Jackson Blvd., Chicago 6, Ill.

Chicago Pump Co., 2300 Wolfram St., Chicago 18, Ill.  
 Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago 12, Ill.  
 Chief Mfg. Co., Inc., 808 Beecher St., Indianapolis 7, Ind.  
 Chisholm-Moore Hoist Corp., Fremont Ave., Tonawanda, N. Y.  
 Chrisman, E. L., Co., Inc., Div. Fleetwood-Airflow, 8255 Compton Ave., Los Angeles 1, Cal.  
 Chrysler Corp., Airtemp Div., 1119 Leo St., Dayton, Ohio  
 Chrysler Corp., Amplex Div., 6501 Harper Ave., Detroit 31, Mich.  
 Cides Corp., 85 Franklin St., Jersey City 7, N. J.  
 Cincinnati Marking Tag & Supply Mfg. Co., 12 E. Ninth St., Cincinnati 2, Ohio  
 Cincinnati Repair Service, 413 Race St., Cincinnati, Ohio  
 Circle Pleating & Pattern Co., Ltd., 265 W. 40th St., New York 18, N. Y.  
 Cissell, W. M., Mfg. Co., Inc., P. O. Box 1143, 831 S. First St., Louisville 3, Ky.  
 Cizek, Sidney A., 12-21 30th Ave., Long Island City 2, N. Y.  
 Clamage Fan Co., North & Porter Sts., Kalamazoo 16, Mich.  
 Clark Mfg. Co., 1830 E. 38th St., Cleveland 14, Ohio  
 Clayton Mfg. Co., 1363 N. Temple City Blvd., El Monte, Cal.  
 Cleaners Hanger Co., 18140 James Couzens Highway, Detroit 35, Mich.  
 Cleaners Sales & Equipment Corp., 201 Washington St., New York 7, N. Y.  
 Cleaners Specialties Supplies Co., 6615 N. Fairfield Ave., Chicago 45, Ill.  
 Clear View Packaging Co., 2636 S. Michigan Ave., Chicago 6, Ill.  
 Cleaver-Brooks Co., 358 E. Keefe Ave., Milwaukee 12, Wisc.  
 Cleveland Garment Hanger Co., 8205 Madison Ave., Cleveland 2, Ohio  
 Cleveland Rug Cleaning Machinery Co., 5618 Hamlet Ave., Cleveland 4, Ohio  
 Clinton Foods Inc., Clinton, Iowa  
 Clinton Products Co., Clinton 7, Mich.  
 Clipper Belt Lacer Co., 974 Front Ave., N.W., Grand Rapids 2, Mich.  
 Cloray Corp., Cloray Sq., Cincinnati 14, Ohio  
 Clorox Chemical Co., 850 42nd Ave., Oakland 1, Cal.  
 Coates Electric Mfg. Co., 3610 First Ave. S., Seattle 4, Wash.  
 Cochran Corp., 3101 N. 17th St., Philadelphia 32, Pa.  
 Coe Mfg. Co., Bank St., Painesville, Ohio  
 Coffman Mfg. Corp., 531 Milwaukee Ave., Chicago 22, Ill.  
 Cohen, Abe, & Son, 1721 Ft. Myer Dr., Arlington, Va.  
 Colgate-Palmolive-Peet Co., 105 Hudson St., Jersey City 2, N. J.  
 College Chemical Co., 16 Brooks Park, Medford, Mass.  
 Colonial Rubber Co., Ravenna, Ohio  
 Colorado Tent & Awning Co., 1642 Lawrence St., Denver 2, Colo.  
 Colson Corp., N. Cedar St., Elyria, Ohio  
 Columbia Appliance Corp., 47-47 35th St., Long Island City 3, N. Y.  
 Columbia Boiler Co., Pottstown, Pa.  
 Columbia Laundry Machinery Co., 1313-19 E. 15th St., Kansas City, Mo.  
 Columbia Needlework Supply Co., Gearhart Runner Knitter Co., 411 Sixth St., N.E., Washington 2, D. C.  
 Columbia Sewing Machine Corp., 129-131 W. 14th St., New York 3, N. Y.  
 Columbia-Southern Chemical Corp., 632 Duquesne Way, Pittsburgh 22, Pa.  
 Columbus Reweavers, 7651 N. E. Second Ave., Miami, Fla.  
 Combustion Control Corp., 77 Broadway, Cambridge 42, Mass.  
 Combustioner Div., Steel Products Engineering Co., 1205 W. Columbia St., Springfield, Ohio  
 Combustion Engineering Co., Inc., 200 Madison Ave., New York, N. Y.  
 Comer Co., 308 Ivy St., N. E., Atlanta 1, Ga.  
 Commercial Dye Works, 14 Roswell St., Roxbury 19, Mass.  
 Commercial Investment Trust, Inc., 1 Park Ave., New York 16, N. Y.  
 Commercial Tag Co., 187 Vanderbilt Ave., Brooklyn 5, N. Y.  
 Conco Engineering Works, Div. H. D. Conkey & Co., 1900 Orange St., Mendota, Ill.  
 Concord Chemical Co., Moorestown, N. J.  
 Conrad Embroidery Co., 523 30th St., Union City, N. J.  
 Continental Car-Na-Var Corp., P. O. Box 344, Brazil, Ind.  
 Cook Machinery Sales Co., 4122 Commerce St., Dallas, Texas  
 Cook's, Adam, Sons, Inc., 5 N. Stiles St., Linden, N. J.  
 Coolidge, John E., Co., 2508 W. Slauson Ave., Los Angeles 43, Cal.  
 Cooper-Bessemer Corp., N. Sandusky St., Mt. Vernon, Ohio  
 Cooper, H. P., Co., 308-10 S. Green St., Chicago 7, Ill.  
 Cooper, T. G., & Co., Inc., Cedar & Venango Sts., Philadelphia 6, Pa.  
 Cornell Belting Co., 440 N. Wells St., Chicago 10, Ill.



Cornell Paperboard Products Co., Milwaukee 1, Wis.  
 C-O-Two, U. S. Highway 1, Newark 1, N. J.  
 Cowles Chemical Co., 7016 Euclid Ave., Cleveland 3, Ohio  
 Cramer, R. W., & Co., Inc., Centerbrook, Conn.  
 Crane Co., 836 S. Michigan Ave., Chicago 5, Ill.  
 Cravenette Co., U. S. A., Eighth & Madison Sts., Hoboken, N. J.  
 Crawford Fitting Co., 884 E. 140th St., Cleveland, Ohio  
 Crescent Belt Fastener Co., 480 Lexington Ave., New York 17, N. Y.  
 Crewdson Co., 360 E. Grand Ave., Chicago 11, Ill.  
 Crocker-Wheeler Electric Mfg. Co., Div. Joshua Hendy Iron Works, Ampere, N. J.  
 Crosby Steam Gauge & Valve Co., 10 Roland St., Boston 29, Mass.  
 Crossland Mfg. Co., Inc., 2294 Albion St., Toledo 6, Ohio  
 Crown Mfg. Co., 1025 N. Sixth St., St. Louis 1, Mo.  
 Crucible Steel Co. of America, Henry W. Oliver Bldg., Pittsburgh 30, Pa.  
 Crystalite Co., Inc., 283 McKinley Ave., East Orange, N. J.  
 Culligan Zeolite Co., 1810 Shermer Rd., Northbrook, Ill.  
 Cummings-Landau Laundry Machinery Co., Inc., 305 Ten Eyck St., Brooklyn 6, N. Y.  
 Cuno Engineering Corp., 80 S. Vine St., Meriden, Conn.  
 Cupple-Hess Corp., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.  
 Curry, J. W., Co., 2615 Cummins St., Cincinnati 25, Ohio  
 Custom Engineering Co., 3138 W. Slauson Ave., Los Angeles 43, Cal.  
 Custom Fur Service, Inc., Second Ave., at 109th St., Troy, N. Y.  
 Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.  
 Cyclotherm Div., U. S. Radiator Corp., 157 E. First St., Oswego, N. Y.

## D

Dahlberg Machinery Co., 918 E. Superior St., Duluth, Minn.  
 Dakota Chemical Co., Aberdeen, S. D.  
 Daniels, C. R., Inc., 4900 Wetheredsville Rd., Baltimore 16, Md.  
 Darco Dept. (Atlas Powder Co.), 60 E. 42nd St., New York 17, N. Y.  
 Darnell Corp., Ltd., 12000 Woodruff Ave., Downey, Cal.  
 Davies-Young Soap Co., Box 995, Dayton 1, Ohio  
 Davis Emergency Equipment Co., Inc., 45 Halleck St., Newark 4, N. J.  
 Davis Engineering Corp., 1064 E. Grand St., Elizabeth 4, N. J.  
 Davis, K. H., Mfg. Corp., 2415 E. 23rd St., Los Angeles 11, Cal.  
 Davis Mills, Inc., 211 Grant Ave., East Newark, N. J.  
 Davis Regulator Co., 2663 W. 25th Pl., Chicago 8, Ill.  
 Davis Specialties, Inc., 618 S. Kolmar Ave., Chicago 24, Ill.  
 Davis-Weil Mfg. Co., Inc., 931 S. Front St., Memphis 3, Tenn.  
 Dean Hill Pump Co., 4000 E. 16th St., Indianapolis 7, Ind.  
 DeBothezat Fans Div., American Machine & Metals, Inc., East Moline, Ill.  
 Decatur Pump Co., 2750 Nelson Pk. Rd., Decatur 70, Ill.  
 Deep Rock Oil Corp., 155 N. Clark St., Chicago 90, Ill.  
 Defender Instrument & Regulator Co., 815 Clark Ave., St. Louis 2, Mo.  
 Dejour Electric Works, 124 Bleecker St., New York 12, N. Y.  
 Delan Co., 421 E. Fourth South St., Salt Lake City 2, Utah  
 De Laval Steam Turbine Co., 853 Nottingham Way, Trenton 2, N. J.  
 Delray School of Spotting Instruction, 3029 Fairfield Ave., Cincinnati, Ohio  
 De Kalb Commercial Body Corp., De Kalb, Ill.  
 Deming Co., Salem, Ohio  
 Dennison Mfg. Co., 300 Howard St., Framingham, Mass.  
 Denominator Co., 261 Broadway, New York, N. Y.  
 D'Este Div., Kase & McDonald, Inc., 11-15 Central Ave., West Orange, N. J.  
 Detecto Scales, Inc., 540 Park Ave., Brooklyn 5, N. Y.  
 Detex Watchlock Corp., 76 Varick St., New York 13, N. Y.  
 Detrex Corp., Box 501, Detroit 32, Mich.  
 Detroit Belt Lacer Co., 3951 A St., Detroit 16, Mich.  
 Detroit Stoker Co., General Motors Bldg., Detroit, Mich.  
 Devere Co., 2000-2012 Clark St., Racine, Wis.  
 DeVibiss Co., 300 Phillips Ave., Toledo 1, Ohio  
 Devore & Reynolds Co., Inc., 44th St. & First Ave., New York, N. Y.  
 Diamond Alkali Co., 300 Union Commerce Bldg., Cleveland 14, Ohio

Diamond Chain Co., Inc., 402 Kentucky Ave., Dept. 442, Indianapolis 7, Ind.  
 Diamond Metal Products Co., 406 Market St., St. Louis 2, Mo.  
 Diamond T Motor Co., 4401 W. 26th St., Chicago 23, Ill.  
 Dicalite Div., Great Lakes Carbon Corp., 18 E. 48th St., New York 17, N. Y.  
 Dico Co., 200 S. W. 16th St., Des Moines 5, Iowa  
 Diehl Mfg. Co., Electrical Div., Singer Mfg. Co., 1136 Findern Ave., Somerville, N. J.  
 Diem & Wing Paper Co., Gilbert Ave., Viaduct, Cincinnati 2, Ohio  
 Display Features, 3811 Plumstead Ave., Drexel Hill, Pa.  
 Ditmas Garment Dyers Corp., 9528-30 Ditmas Ave., Brooklyn 12, N. Y.  
 Divco Corp., 22000 Hoover Rd., P. O. Box 3807, Park Grove Station, Detroit 5, Mich.  
 Dixie Hanger Co., Subsidiary United Paper Co., Inc., 1000 Chartres St., New Orleans 16, La.  
 Dix Co., 225 River Rd., Garfield, N. J.  
 Dixon Boiler Works, 1625 Naud St., Los Angeles, Cal.  
 Doctor Boiler, Inc., 4316 Main St., Dallas, Texas  
 Dodge Div., Chrysler Corp., 7900 Jos. Campeau Ave., Detroit, Mich.  
 Donnell Co., P. O. Box 84, St. Joseph, Mich.  
 Doran Bros., Inc., 30 Shelter Rock Rd., Danbury, Conn.  
 Dover Stamping Co., 80 Federal St., Boston 10, Mass.  
 Dow Chemical Co., Midland, Mich.  
 Draper-eze Equipment Co., 110-112 E. 6th St., Erie, Pa.  
 Dravo Corp., 300 Penn Ave., Pittsburgh 22, Pa.  
 Dresser Mfg. Div., Dresser Industries, Inc., 41 Fisher Ave., Bradford, Pa.  
 Drew, E. F., & Co., Inc., 15 E. 26th St., New York 10, N. Y.  
 Driair Process Machinery Co., Penn & Ruan Sts., Philadelphia 24, Pa.  
 Drico Industrial Corp., 29 Broadway, New York 6, N. Y.  
 Dri-Flo Mfg. Co., 642 E. Ten Mile Rd., Hazel Park, Mich.  
 Driscoll Co., 251 Causeway St., Boston 14, Mass.  
 Dryco Corp., 625 S. Kolmar Ave., Chicago 24, Ill.  
 Dubliffe Collar Co., 200 Worth St., New York 13, N. Y.  
 Duffen Dye Works, 2213 County St., Portsmouth, Va.  
 Dunaway, H. D., & Co., P. O. Box 4991, Atlanta 2, Ga.  
 Du Pont de Nemours, E. I., & Co., Inc., Wilmington 98, Del.  
 Durable Fibre Sample Case Co., 207 Wooster St., New York 12, N. Y.  
 Durant Mfg. Co., 1925 N. Buflum St., Milwaukee 1, Wis.  
 Dwyer, F. W., Mfg. Co., 317 S. Western Ave., Chicago 12, Ill.  
 Dyter Chemical Co., 140 India St., Providence 3, R. I.

## E

Eagle Belting & Leather Co., 1401 Central Parkway, Cincinnati 14, Ohio  
 Eastern Cyclone Conveyor System, Inc., 876 Van Houten Ave., Clifton, N. J.  
 Eaton Chemical & Dyestuff Co., 1490 Franklin St., Detroit 7, Mich.  
 Ebon Mfg. Co., 401 W. Town St., Columbus, Ohio  
 Eckert-Richmond Co., 206-08 W. 29th St., New York 1, N. Y.  
 Eclipse Fuel Engineering Co., 1100 Buchanan St., Rockford, Ill.  
 Eclipse Pioneer Div., Bendix Aviation Corp., Teterboro, N. J.  
 Economy Hanger Machine & Equipment Co., 4324 N. 37th Ave., San Diego 5, Cal.  
 Economy Specialty Co., 446 Second St., Jersey City 2, N. J.  
 Economy Tablet & Paper Co., 667 W. 14th St., Chicago, Ill.  
 Econo-Pak Register Co., 1337 E. 27th St., Kansas City 8, Mo.  
 Edwards, Vincent, & Co., 342 Madison Ave., New York 17, N. Y.  
 Edward Valves, Inc., Subsidiary Rockwell Mfg. Co., 1200 W. 145th St., East Chicago, Ind.  
 Egan Cotton Mills, 866 Murphy Ave., S.W., Atlanta 4, Ga.  
 Egr Register Co., 429 E. Monument Ave., Dayton 2, Ohio  
 Electric Auto-Lite Co., Instrument & Gauge Div., Champlain St., Toledo 1, Ohio  
 Electric City Dyeing Co., 509 Glenn St., Scranton, Pa.  
 Electric Steam Boiler Sales, Div. Wolf Co., Wolf Ave., Chambersburg, Pa.  
 Electric Storage Battery Co., 42 S. 15th St., Philadelphia 2, Pa.  
 Electro Chemical Engineering Co., Inc., P. O. Box 27, Bremen Station, St. Louis 7, Mo.  
 Electro Lift, Inc., 30 Church St., New York 7, N. Y.  
 Elgin Softener Corp., 150 N. Grove Ave., Elgin, Ill.  
 Elliott Co., Crocker-Wheeler Div., Ampere, N. J.  
 Elliott, Robert, Press, Inc., 345 Ludlow St., Stamford, Conn.

Ellis Drier Co., 2444 N. Crawford Ave., Chicago 39, Ill.  
 Emery Industries, Inc., 6801 Mariemont Ave., Cincinnati 2, Ohio  
 Empire Cleaning & Dyeing Works, 622 Hollenbeck St., Rochester 5, N. Y.  
 Empire Institute of Tailoring, 422 E. Fifth St., Hazleton, Pa.  
 Endriss Chemicals, 940 N. Delaware Ave., Philadelphia 23, Pa.  
 Equitable Paper Bag Co., Inc., 45-50 Van Dam St., Long Island City 1, N. Y.  
 Erie City Iron Works, 1550 East Ave., Erie, Pa.  
 Erie Enameling Co., 1920 Woodrow St., Erie, Pa.  
 Ernest, F. P., Mfg. Co., 1112 St. Clair Ave., East St. Louis, Ill.  
 Essential Chemicals Co., 2200 N. 32nd St., Milwaukee 8, Wis.  
 Euse & Co., 1842 Bladensburg Rd., N. E., Washington 2, D. C.  
 Eureka Button Co., 892 Broadway, New York 3, N. Y.  
 Everlasting Valve Co., 49 Fisk St., Jersey City 5, N. J.  
 Ewing, R., & Sons, Inc., P. O. Box 454, Green Island, N. Y.  
 Excelsior Machinery Co., 1452 Randolph St., Detroit 26, Mich.

## F

Fabricare Chemical Corp., 920-930 E. 43rd St., Chicago 15, Ill.  
 Fabric Laundry & Dry Cleaning Machinery Corp., 192 Banker St., Brooklyn 22, N. Y.  
 Fabricon Co., 8342 S. Prairie Ave., Chicago 19, Ill.  
 Fafnir Bearing Co., Booth St., New Britain, Conn.  
 Fairbanks Co., 393 Lafayette St., New York 3, N. Y.  
 Fairbanks Morse & Co., Fairbanks Morse Bldg., 600 S. Michigan Ave., Chicago 5, Ill.  
 Fairfield Laboratories, Plainfield, N. J.  
 Fastik Co., 1106 W. Erie St., Chicago 22, Ill.  
 Fawc, Inc., 1181 Jefferson Ave., Buffalo, N. Y.  
 Federal Motor Truck Co., 5780 Federal Ave., Detroit, Mich.  
 Federal Textile Corp., East & Water Sts., New Haven, Conn.  
 Fenton Label Co., 506-512 Race St., Philadelphia 6, Pa.  
 Fielden Instrument Corp., 2920 N. Fourth St., Philadelphia, Pa.  
 Filtrol Corp., 727 W. Seventh St., Los Angeles 17, Cal.  
 Firefly Asbestos Products Co., 175 Bergen St., Newark 3, N. J.  
 Fischer & Porter Co., Hathboro, Pa.  
 Fisher Dye Works, 1813 Emanuel St., Houston, Texas  
 Fiske Bros. Refining Co., Lubriplate Div., 129 Lockwood St., Newark 5, N. J.  
 Flash Fast Marker Co., 994 Dover Ave., Akron 20, Ohio  
 Fleetwood-Airflow, E. L. Chrisman Co., Div., 8255 Compton Ave., Los Angeles 1, Cal.  
 Fleischer Mills, Inc., 316 E. Fifth St., Cincinnati 2, Ohio  
 Fletcher Works, Inc., 213 Glenwood Ave., Philadelphia 40, Pa.  
 Flexible Steel Lacing Co., 4607 Lexington St., Chicago 44, Ill.  
 Flexicon Corp., 1304 S. Third Ave., Maywood, Ill.  
 Flynn & Emrich Co., 301 Holliday St., Baltimore 2, Md.  
 Ford Div., Ford Motor Co., 3000 Schaeffer Rd., Dearborn, Mich.  
 Ford, Luther, & Co., 100 N. Seventh St., Minneapolis 3, Minn.  
 Ford Tank Maintenance Co., Inc., 715 E. 136th St., New York 54, N. Y.  
 Formula Controls, Inc., 612 W. 26th St., Chicago 16, Ill.  
 Forse Equipment Corp., Box 639, Anderson, Ind.  
 Foster-Stephens, Inc., 310 S. Christiana Ave., Chicago 24, Ill.  
 Foxboro Co., 38 Neponset Ave., Foxboro, Mass.  
 Franklin Mfg. Co., 2615 E. Franklin Ave., Minneapolis 6, Minn.  
 Franklin Research Co., 5134 Lancaster Ave., Philadelphia 31, Pa.  
 Franklin Rug Machinery Co., P. O. Box 107, Franklin Pk., Ill.  
 Franklin Textile Mills, 120 Franklin St., Franklin, Pa.  
 Free-Bir-Pac, Inc., 876 Van Houten Ave., Clifton, N. J.  
 Fremont Rubber Co., 317 McPherson Highway, Fremont, Ohio  
 French Textile Co., 432 Ave. A, Rochester, N. Y.  
 Freund, Freund & Co., Inc., 102 Franklin St., New York 13, N. Y.  
 Freyberg Bros.-Strauss, Inc., 419 Fourth Ave., New York 16, N. Y.  
 Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton 1, Ohio  
 Fry Bros. Co., 1728-46 Dana Ave., Cincinnati 7, Ohio  
 Frye, E. B., & Son, Wilton, N. H.  
 Fullo Corp., 2358 N. Seeley Ave., Chicago 47, Ill.  
 Fulton Boiler Works, Inc., Box 228, Fulton, N. Y.

# MANUFACTURERS

Fumol Corp., 49-65 Van Dam St., Long Island City 1, N. Y.  
 Fur-Lastic, Inc., 147 W. 35th St., New York 1, N. Y.  
 Fortex, Inc., 258 E. Third St., Mt. Vernon, N. Y.

## G

G & G Chemical Co., 704 W. Broadway, Hopewell, Va.  
 GMC Truck & Coach Div., General Motors Corp., 660 South Blvd., E. Pontiac 11, Mich.  
 Gabriel Boiler & Fabrication Co., 1428 N.W. 14th Ave., Portland 9, Ore.  
 Gardner-Denver Co., Gardner Dr., Quincy, Ill.  
 Gardner Machinery Corp., N. Andriol Terrace & Seaboard Railway, Charlotte 1, N. C.  
 Garlock Packing Co., 402 E. Main St., Palmyra, N. Y.  
 Garment Finishing Equipment Corp., 18 Brattle St., Cambridge 38, Mass.  
 Garment Hanger Co., 2624 Geraldine St., Los Angeles 11, Cal.  
 Gasway Corp., 6463 N. Ravenswood Ave., Chicago 26, Ill.  
 Gates Rubber Co., 999 S. Broadway, Denver 17, Colo.  
 Geller, I. & Son, 990 Myrtle Ave., Brooklyn 6, N. Y.  
 General Aniline & Film Corp., Special Products Sales Div., 444 Madison Ave., New York 22, N. Y.  
 General Boiler Equipment Corp., 2651-53 Gravois St., St. Louis 18, Mo.  
 General Chemical Div., Allied Chemical & Dye Corp., 40 Hecstor St., New York 6, N. Y.  
 General Cleaners Products Co., 410 N. Kedzie Ave., Chicago 12, Ill.  
 General Detroit Corp., 2272 E. Jefferson St., Detroit 7, Mich.  
 General Dyeing Co., 818 Dorman St., Indianapolis 2, Ind.  
 General Dyestuff Corp., 435 Hudson St., New York 14, N. Y.  
 General Electric Co., 1 River Rd., Schenectady 5, N. Y.  
 General Electric Co., Air Conditioning Dept., 5 Lawrence St., Bloomfield, N. J.  
 General Electric Co., Lamp Dept., Nela Park, Cleveland, Ohio.  
 General Luminescent Corp., 732 S. Federal St., Chicago 5, Ill.  
 General Machine Supply Co., 933 Market St., Camden 10, N. Y.  
 General Motors Corp., General Motors Bldg., Detroit 2, Mich.  
 General Pacific Corp., 1501 E. Washington Blvd., Los Angeles 21, Cal.  
 General Scientific Equipment Co., 27th & Huntington Sts., Philadelphia 32, Pa.  
 Gerber Mfg. Co., 1602 W. Sixth St., Mishawaka, Ind.  
 Germaclean, Inc., 431 Niagara St., Buffalo 1, N. Y.  
 Germain's Inc., Twist-Ems Div., Los Angeles 21, Cal.  
 Gifford, H. M., Mfg. Co., 2732 B St., Philadelphia 34, Pa.  
 Gilbert & Barker Mfg. Co., West Springfield, Mass.  
 GlenZip Co., 216 N. Clinton St., Chicago 6, Ill.  
 Glidden Co., 11001 Madison Ave., Cleveland 2, Ohio.  
 Gliss'n Products Co., Inc., 11131 Michigan Ave., Chicago 28, Ill.  
 Globe Ticket Co. of New England, 629 Commonwealth Ave., Boston 15, Mass.  
 Globe Weaving Co., 17 N. State St., Chicago, Ill.  
 Glover, Bill, Inc., 5204 Truman Rd., Kansas City 1, Mo.  
 Golden-Anderson Valve Specialty Co., 2130 Keenan Bldg., Pittsburgh 22, Pa.  
 Goldman Pressing Machine Corp., 400 W. Broadway, New York 12, N. Y.  
 Goodman, A. & Co., 6211 Cottage Grove Ave., Chicago 37, Ill.  
 Goodrich, B. F., Co., 500 S. Main St., Akron 18, Ohio.  
 Goodyear Tire & Rubber Co., Akron, Ohio.  
 Corton Heating Corp., Cranford, N. J.  
 Goulds Pumps, Inc., 300 Fall St., Seneca Falls, N. Y.  
 Gratton & Knight Co., 356 Franklin St., Worcester 4, Mass.  
 Graver Tank & Mfg. Co., Inc., 4809 Tod Ave., East Chicago, Ind.  
 Graves & Marshall Co., 720 E. Monument Ave., Dayton 2, Ohio.  
 Greaves Machine Tool Co., 2001-17 Eastern Ave., Cincinnati 2, Ohio.  
 Green, A. F., Fire Brick Co., Mexico, Mo.  
 Greenville Chemical Co., W. Washington St., Greenville, S. C.  
 Greenwood Textile Co., 390 Fenn St., Pittsfield, Mass.  
 Greif Bros. Cooperage Corp., Wire Garment Hanger Div., Pennsylvania Ave., Delaware, Ohio.  
 Grill, Samuel, Inc., 412 Eighth Ave., New York 1, N. Y.  
 Grimes Co., 2900 Main St., Dallas 1, Texas.  
 Gronauer, M. H., Co., 11 Nettleton, Memphis 2, Tenn.  
 Gross Machinery Co., Inc., 179-191 Halbert St., Buffalo 14, N. Y.

Gulf Oil Corp.-Gulf Refining Co., 3800 Gulf Bldg., Pittsburgh 30, Pa.  
 Gummard Tape & Devices Co., 1318-20 60th St., Brooklyn 19, N. Y.  
 Gustin-Kramer Co., 74-80 Cummington St., Boston 15, Mass.  
 Guth, Edwin F., Co., 2615 Washington Ave., St. Louis 3, Mo.

## H

Hachik Bleach Co., Wynnfield Ave., Philadelphia 31, Pa.  
 Haertel, Walter, Co., 2840 Fourth Ave., S., Minneapolis 8, Minn.  
 Hagan Corp., 323 Fourth Ave., Pittsburgh 22, Pa.  
 Hall, Amos H., & Sons, 5500 N. Water St., Philadelphia 20, Pa.  
 Hamilton Caster & Mfg. Co., 1637 Dixie Highway, Hamilton, Ohio.  
 Hamilton Copper & Brass Works, Div. Brighton Copper Works, Inc., 820 State Ave., Cincinnati 4, Ohio.  
 Hammel-Dahl Co., 247 Richmond St., Providence 3, R. I.  
 Hammond Laundry-Cleaning Machinery Co., Hammond Bldg., Waco, Texas.  
 Handy Button Machine Co., 2255 S. Rockwell St., Chicago 8, Ill.  
 Handy Specialties, 9159 W. Pico Blvd., Los Angeles 35, Cal.  
 Hanscom, H. F., & Co., 38 Hospital St., Providence 3, R. I.  
 Hapman-Dutton Co., Dutton Boiler Div., 629 Gibson St., Kalamazoo 6, Mich.  
 Haring & Stephens Co., 635 McBride Ave., Paterson, N. J.  
 Harrison, Robert D., Inc., 566 E. Warren Ave., Detroit 2, Mich.  
 Hatters Supply House, Inc., 404 S. Wells St., Chicago 7, Ill.  
 Hauser-Stander Tank Co., 4838 Spring Grove Ave., Cincinnati 32, Ohio.  
 Haynes Stellite Co., Unit of Union Carbide & Carbon Corp., 30 E. 42nd St., New York 17, N. Y.  
 Hays Corp., 742 E. Eighth St., Michigan City, Ind.  
 Healy-Ruff Co., 2255 University Ave., St. Paul 4, Minn.  
 Heinemann Electric Co., Pennsylvania Ave. & Plum St., Trenton 2, N. J.  
 Heller, B., & Co., 3925 Calumet Ave., Chicago 15, Ill.  
 Heller Laboratories, 196 Morgan St., Jersey City 2, N. J.  
 Hellige, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.  
 Hemmway & Bartlett Mfg. Co., 500 Fifth Ave., New York 35, N. Y.  
 Henrieli Laundry Machinery Co., 11 Henrieli St., Mattapan Station, Boston 26, Mass.  
 Henry Hanger Co. of America, 450 Seventh Ave., New York 1, N. Y.  
 Hercules Filter Corp., 204 21st Ave., Paterson 3, N. J.  
 Hercules Laundry Machinery Co., Inc., 132-36 W. 124th St., New York 27, N. Y.  
 Hercules Powder Co., 952 King St., Wilmington, Del.  
 Herman Body Co., 4400 Clayton Ave., St. Louis 10, Mo.  
 Hettrick Mfg. Co., 1401 Summit St., Toledo 12, Ohio.  
 High Chemical Co., Chemical Specialties Div., 1760 N. Howard St., Philadelphia 22, Pa.  
 Hild Fiber Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.  
 Hinz Needle Co., 10018 S. Rhodes Ave., Chicago 26, Ill.  
 Hirsch, Leo H., & Co., 380 Second Ave., New York 10, N. Y.  
 Hodge, Farwell & Co., 1934 Sterling Ave., Elkhart, Ind.  
 Hodges, Jack, Specialty Co., 1529 Westheimer Rd., Houston 6, Texas.  
 Hoffman, U. S., Machinery Corp., 105 Fourth Ave., New York 3, N. Y.  
 Hollingsworth & Vose Co., 112 Washington St., East Walpole, Mass.  
 Holt Mfg. Co., 651-81 20th St., Oakland 12, Cal.  
 Hood Chemical Co., Inc., Crescent Div., 80 E. Rittenhouse Pl., Ardmore, Pa.  
 Hood Products Co., 6543 S. Laramie Ave., Chicago 38, Ill.  
 Hooker Electrochemical Co., Niagara Falls, N. Y.  
 Hooper, Wm. E., & Sons, Woodberry, Baltimore, Md.  
 Hope Webbing Co., Providence 1, R. I.  
 Hopkins Equipment Co., 22 Maple Ave., Hatfield, Pa.  
 Horn, A. C., Co., Inc., 10th St. & 44th Ave., Long Island City 1, N. Y.  
 Houghton, E. F., & Co., 303 W. Lehigh Ave., Philadelphia 33, Pa.  
 House of Plastics, Div. Neon Sign Co., Inc., N. 14th at Taylor, Herrin, Ill.  
 Howe Paper Corp., 670 Young St., Tonawanda, N. Y.  
 Howe Scale Co., Rutland, Vt.  
 Hoyt Mfg. Corp., Forge Rd., Westport, Mass.  
 Hub Printing Services, 320 N. Euclid Ave., Oak Park, Ill.  
 Hubinger Co., 601 Main St., Keokuk, Iowa.  
 Huebsch Div., American Laundry Machinery Co., 3775 N. Holton St., Milwaukee 1, Wisc.

Hungerford & Terry, Inc., Atlantic Ave., Clayton, N. J.  
 Huntington Laboratories, Inc., 900-970 E. Tipton St., Huntington, Ind.  
 Huron Milling Co., 9 Park Pl., New York 7, N. Y.  
 Hygrade Button & Supply Co., 19 W. 34th St., New York 1, N. Y.

## I

Ideal Industries, Inc., Park Ave., Sycamore, Ill.  
 Ideal Lighting Co., 2219 63rd St., Kenosha, Wisc.  
 Ideal Stencil Machine Co., 102 Iowa Ave., Belleville, Ill.  
 Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.  
 Illinois Laundry Machinery Mfg. Co., 3128 W. Lake St., Chicago, Ill.  
 Imperial Dye House, 3421 Tulane Ave., New Orleans 19, La.  
 Imperial Laundry Machinery Co., 245 Huron St., Brooklyn 22, N. Y.  
 Indiana Dye House, 122-126 State St., Hammond, Ind.  
 Indiana Mfg. Co., 1900 E. Main St., New Albany, Ind.  
 Industrial Equipment Co., 361 N. Ada St., Chicago 7, Ill.  
 Industrial Grain Products, Ltd., 741 Talbot St., London, Ont., Can.  
 Industrial Laundry Machinery Co., Inc., Morgan Ave. cor. Stage St., Brooklyn 37, N. Y.  
 Industrial Products Co., 2654 N. Fourth St., Philadelphia 33, Pa.  
 Inflico, Inc., 325 W. 25th Pl., Chicago 16, Ill.  
 Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y.  
 Ink-O Products Co., 5101 Monte Vista St., Los Angeles 42, Cal.  
 Innis, Spiden & Co., 117 Liberty St., New York 4, N. Y.  
 International Boiler Works Co., 500 Birch St., East Stroudsburg, Pa.  
 International Engineering, Inc., 1145 Bolander Ave., Dayton 1, Ohio.  
 International Harvester Co., 180 N. Michigan Ave., Chicago, Ill.  
 International Laundry Equipment Div., Kurt Orban Co., Inc., 205 E. 42nd St., New York 17, N. Y.  
 International Metal Polish Co., 1910 Quill St., Indianapolis 7, Ind.  
 International Nickel Co., Inc., 67 Wall St., New York 5, N. Y.  
 International Paper Co., Southern Kraft Div., 229 E. 42nd St., New York 17, N. Y.  
 International Salt Co., Scranton 2, Pa.  
 International Steel Wool Corp., 2205 Park Rd., Springfield, Ohio.  
 International Tag & Salesbook Co., 319 N. Whipple St., Chicago 12, Ill.  
 International Ticket Co., 50 Grafton Ave., Newark, N. J.  
 International Wire Hanger Mfg. Co., 2128 W. Lake St., Chicago 12, Ill.  
 Invincible Vacuum Cleaner Mfg. Co., 14th & Davis Sts., Dover, Ohio.  
 Inweaving Co. of America, 1505 11th St., Wichita Falls, Texas.  
 Iowa Soap Co., 816 Valley St., Burlington, Iowa.  
 Irover Div., Spread Queen Corp., Algonquin, Ill.  
 Iron Fireman Mfg. Co., 3170 W. 106th St., Cleveland 11, Ohio.

## J

J & L Mfg. Co., 21 Castle Ave., Bridgeport 5, Conn.  
 Jacobson, Lawrence, Dye Works, Inc., Oxford Ave., Summerdale & Comly Sts., Philadelphia 24, Pa.  
 Jarvis & Jarvis, Inc., S. Main St., Palmer, Mass.  
 Jay-Dee, Inc., Mfg. Chemists, 946 Kenmore Blvd., Akron 14, Ohio.  
 Jefferson Island Salt Co., Inc., Jefferson Island Bldg., 136 St. Matthews Ave., Louisville 7, Ky.  
 Jensen Mfg. Co., Broad St. & Hylton Rd., Palmyra, N. J.  
 Jerclaydon, Inc., P. O. Box 759, 927 Lincoln Rd., Miami Beach 39, Fla.  
 Johns-Manville, 22 E. 40th St., New York 16, N. Y.  
 Johnson Chemical Industries, Inc., 99 Mellor Ave., Baltimore 28, Md.  
 Johnson Corp., 855 Wood St., Three Rivers, Mich.  
 Johnson Metal Hose, Inc., 10 Sperry, Waterbury 20, Conn.  
 Johnson, S. C., & Son, Inc., Racine, Wisc.  
 Johnson, W. F., Products Co., 309 Joliet Ave., San Antonio 9, Texas.  
 Johnston Bros., Inc., 100 Pine St., Ferrysburg 1, Mich.  
 Johnston & Jennings Co., Div. Pettibone-Mulliken Corp., 6917 Bessemer Ave., Cleveland 27, Ohio.  
 Jones, C. Walker, Co., 6135 N. Lambert, Philadelphia 38, Pa.  
 Juno Cleaner Supplies, Inc., 632 Wythe Ave., Brooklyn 11, N. Y.

**K**

Kamen Soap Products Co., Inc., 233 Broadway, New York 7, N. Y.  
 Kaplan's, David G., Drycleaner's Service (Katr Furs), 146 W. 29th St., New York 11, N. Y.  
 Karrick Co., 2100 McLendon Ave., N. E., Atlanta, Ga.  
 Kasco Co., 27-08 18th St., Long Island City, N. Y.  
 Kato Engineering Co., 1415 First Ave., Mankato, Minn.  
 Katz Bag Co., 6243 N. Western Ave., Chicago 45, Ill.  
 Kaye & MacDonald, Inc., 11-15 Central Ave., West Orange, N. J.  
 Keckley, O. C., Co., 400 W. Madison St., Chicago 6, Ill.  
 Keeler, E., Co., 238 West St., Williamsport 3, Pa.  
 Keever Starch Co., 538 E. Town St., Columbus 15, Ohio  
 Kelite Products, Inc., P. O. Box 2917, Terminal Annex Station, Los Angeles 54, Cal.  
 Kelley Iron Works, 801 W. First St., Charlotte, N. C.  
 Kelmaker Mfg. Co., 311 Sixth Ave., Rochelle, Ill.  
 Kelvinator Div., Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit, Mich.  
 Kern Laboratories, 101 E. 144th St., Bronx 51, N. Y.  
 Kemlek Corp., Div. Tobin-Halpert, Inc., 254 Third St., Brooklyn 15, N. Y.  
 Kennedy Car Liner & Bag Co., Inc., Hodell & Prospect Sts., Shelbyville, Ind.  
 Kennedy Products Co., 4125 Orchard Lane, Cincinnati 36, Ohio  
 Kenney Soltner & Filter Co., 3322-24 Montrose Ave., Chicago 45, Ill.  
 Kentucky Box & Truck Co., Fourth & Alvasia Sts. (P. O. Box 463), Henderson, Ky.  
 Kewanee Boiler Corp., Franklin St. & Q Tracks, Kewanee, Ill.  
 Keyes-Davis Co., 110 14th St., Battle Creek, Mich.  
 Keystone Aniline & Chemical Co., Inc., 321 N. Loomis St. (1400 W.), Chicago 7, Ill.  
 Keystone Chemical Co., 2019 Center St., N. W., Cleveland 13, Ohio  
 Keystone Coat & Apron Mfg. Corp., & Keystone Scent Conditioner Corp., 315 N. 12th St., Philadelphia 7, Pa.  
 Keystone Laundry Machinery Co., 413 N. Oswego St., Chicago 22, Ill.  
 Keystone Tag Co., West Chester, Pa.  
 Key-Tag Checking System Co., 6509 Hough Ave., Cleveland 3, Ohio  
 Kiddle, Walter, & Co., Inc., 675 Main St., Belleville 9, N. J.  
 Kimball, A., Co., 307 W. Broadway, New York 13, N. Y.  
 Kinford Co., 218 Lansdowne Ave., Wayne 1, Pa.  
 Kirk & Blum Mfg. Co., 3120 Forrer St. (Oakley), Cincinnati 9, Ohio  
 Kirk's Leather Cleaners, 7320 Melrose Ave., Los Angeles 46, Cal.  
 Kisco Boiler & Engineering Co., 2414 De Kalb St., St. Louis 4, Mo.  
 Kleenhamper Inc., Harris Ave., Greenville, Ill.  
 Kleenize, Inc., 1909 50th Pl., N., Birmingham 4, Ala.  
 Kletnick, L., & Co., 8342 S. Prairie Ave., Chicago 19, Ill.  
 Kliegman Bros., Inc., 76-01 77th Ave., Glendale, Brooklyn 27, N. Y.  
 Klipfel Mfg. Co., 1000 Weller Ave., Hamilton, Ohio  
 Knight, Maurice A., Settlement, Akron 6, Ohio  
 Knitted Pading Co., 105 Chapman St., Canton, Mass.  
 Kohnstamm, H., & Co., Inc., 83-93 Park Pl., New York 7, N. Y.  
 Kol Master Corp., P. O. Box 111, Oregon 1, Ill.  
 Kran-Mer Corp., 2433-35 N. Third St., Milwaukee 12, Wisc.  
 Kresky Mfg. Co., Inc., 307 Third St., Petaluma, Cal.  
 Krevit, H., & Co., Inc., 11 Albert St., New Haven 11, Conn.  
 Kuehne Chemical Co., 878 Woodruff Lane, Elizabeth, N. J.  
 Kunkle Valve Co., 119 S. Clinton St., Fort Wayne 2, Ind.  
 Kwik Kover Sales Co., 410 N. Kedzie St., Chicago 12, Ill.

**L**

Laclede Stoker Co., 4438 Hunt Ave., St. Louis 10, Mo.  
 La France Dye House, 946 Shehy St., Youngstown 6, Ohio  
 Laidlaw, W. A., Wire Co., Peoria, Ill.  
 Lally, B., Co., 1729 Greenleaf Ave., Chicago 26, Ill.  
 Lambooy Label & Wrapper Co., 2129 Portage St., Kalamazoo 29F, Mich.  
 Lamson Corp., Blower Div., 2507 James St., Syracuse, N. Y.  
 Lane, W. T., & Bros., Inc., Prospect St., Poughkeepsie, N. Y.  
 Lanning Bag & Specialty Co., 205 Front St., Harvard, Ill.  
 Larick Mfg. Co., 287 Broadway, New York, N. Y.  
 Larton Products Co., Inc., 4234 Third Ave., New York 57, N. Y.  
 Lattner, P. M., Mfg. Co., 1411 Ninth St., S.W., Cedar Rapids, Iowa

Laundry Chemicals Co., 4538 W. 130th St., Cleveland 11, Ohio  
 Laundry Machinery Div., Jefferson Wood Working Co., 14th & Hill Sts., Louisville, Ky.  
 Laurel Co., 129 Grand St., Garfield 2, N. J.  
 Layne & Bowler, Inc., Box 6697, Hollywood Station, Memphis 8, Tenn.  
 Le Ann Furs, Inc., 311 Collinsville Ave., East St. Louis, Ill.  
 Leathers, L. M., Sons, Paper Products Div., 675 Pulaski St., Athens, Ga.  
 Leavitt Machine Co., 10 E. River St., Orange, Mass.  
 Lee Mfg. Co., 453 Taunton Ave., East Providence 14, R. I.  
 Leebaw Mfg. Co., 65 Wayne Ave., Youngstown 2, Ohio  
 Leef Bros., Inc., 205 Irving Ave., N., Minneapolis 5, Minn.  
 Leffel, James, & Co., 426 East St., Springfield 99, Ohio  
 Leonard Pressing Machine Co., 1808 English St., High Point, N. C.  
 Leslie Co., 297 Grant Ave., Lyndhurst, N. J.  
 Levy, L. & H., Inc., 31 Greene St., New York 13, N. Y.  
 Lewis, G. B., Co., P. O. Box 377, Watertown, Wisc.  
 Lewis Invisible Stitch Machine Co., 129 W. 22nd St., New York, N. Y.  
 Lewis National Corp., 29 Sleeper St., Boston 10, Mass.  
 Lewis-Shepard Products, Inc., 307 Walnut St., Watertown 72, Mass.  
 Liberty Marking Tag Co., Inc., 27 Hooper St., Brooklyn 11, N. Y.  
 Life Products Co., 1105 N. Water St., Milwaukee 2, Wisc.  
 Lincoln Bag Co., Inc., 4200 W. Schubert Ave., (2700 N.), Chicago 39, Ill.  
 Lincoln-Hudson Rug Dyers, Inc., 900 Passaic Ave., East Newark, N. J.  
 Lincoln Research, Inc., 3250 Montrose St., Toledo 6, Ohio  
 Lincoln Rug Co., Inc., 85 Springdale Ave., Newark, N. J.  
 Lincoln-Schluetter Floor Machinery Co., Inc., 512 S. Peoria St., Chicago, Ill.  
 Link-Belt Co., 300 W. Pershing Rd., Chicago 9, Ill.  
 Linn Coach & Truck Div., Great American Industries, Inc., 443 Chestnut St., Queonta, N. Y.  
 Lion Uniform Co., 209 S. Jefferson, Dayton 2, Ohio  
 Liquidometer Corp., 39-21 Skillman Ave., Long Island City 1, N. Y.  
 Little Frenchman's Dye Works, 921 N. 25th St., Waco, Texas  
 Little Giant Specialties, 1547 Venice Blvd., Los Angeles 31, Cal.  
 Loeb Dye Works, Inc., Roanoke, Va.  
 Lookout Boiler & Mfg. Co., Manufacturers Rd. & Congress St., Chattanooga 1, Tenn.  
 Loroco Industries, Inc., 203 E. Benson St., Reading 15, Ohio  
 Los Angeles Soap Co., 617 E. First St., Los Angeles, Cal.  
 Loudon Machinery Co., 1402 Broadway, Fairfield, Iowa  
 Loyal Textile Machinery Corp., 286 Scholes St., Brooklyn 1, N. Y.  
 Lubbock Machine Co., Inc., Box 1138, Lubbock, Texas  
 Lucas, Claude E., Associates, 880 E. Colorado, Pasadena, Cal.  
 Lucy Boiler & Mfg. Co., Chattanooga 2, Tenn.  
 Lunkenheimer Co., P. O. Box 360, HH, Cincinnati 14, Ohio  
 Lynch, John P., Co., 1166 Howard St., San Francisco, Cal.

**Mc**

McBee Co., 295 Madison Ave., New York, N. Y.  
 McCleary Associates, Inc., 612 N. Main St., Memphis, Tenn.  
 McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.  
 McElmoyl, W. J., Co., 63 Church St., Groveville, N. J.  
 McGrane Bros., 44 Court St., Brooklyn 2, N. Y.  
 McGay, Walter J., 1105 N. Water St., Milwaukee 2, Wisc.  
 McLeod & Henry Co., Inc., 351 First St., Troy, N. Y.

**M**

M. B. Mfg. Co., Inc., 1060 State St., New Haven, Conn.  
 M & B Metal Products Co., 4415 Morris Ave., Birmingham, Ala.  
 Maas, A. R., Chemical Co., Div. Victor Chemical Works, 4570 Ardine St., South Gate, Cal.  
 Macbeth Corp., 227 W. 17th St., New York 11, N. Y.  
 Mack Trucks, Inc., 350 Fifth Ave., New York 1, N. Y.  
 Madison Products Co., 105 16th St., Toledo 2, Ohio

Magic Re-Weaving Service, 28 W. Second St., Salt Lake City, Utah  
 Magic-Seal Paper Products, 883 E. Hudson, Columbus 11, Ohio  
 Magic Textile Weavers, 948 W. McNichols Rd., Detroit 3, Mich.  
 Magla Products, 310-312 Washington St., Newark 2, N. J.  
 Magnus Chemical Co., Inc., South Ave., Garwood, N. J.  
 Majestic Dye House, 3920 W. Armitage Ave., Chicago 47, Ill.  
 Majestic Paper & Twine Co., Inc. (Laundry & Drycleaning Supply Div.), 155 Inlay St., Brooklyn 31, N. Y.  
 Malleable Iron Fittings Co., Branford, Conn.  
 Mallinckrodt Chemical Works, Second & Mallinckrodt Sts., St. Louis 7, Mo.  
 Manitowoc Cotton Goods Mfg. Co., 909 York St., Manitowoc, Wisc.  
 Manitowoc Engineering Corp., 512 16th St., Manitowoc, Wisc.  
 Manning, Maxwell & Moore, Inc., 250 E. Main St., Stratford, Conn.  
 Marclene Chemical Products Corp., 1181 Jefferson Ave., Buffalo 8, N. Y.  
 Marion Machine Foundry & Supply Corp., 90 West St., New York, N. Y.  
 Marion Mfg. Co., 473 Stevens S.W., Atlanta 4, Ga.  
 Market Forge Co., 25 Garvey St., Everett 49, Mass.  
 Market Industries, Inc., 209 Utah St., San Francisco 1, Cal.  
 Mark-O Corp., 17 W. 60th St., New York 23, N. Y.  
 Mark-Tex Corp., 453 W. 17th St., New York 11, N. Y.  
 Marlow Pumps, Greenwood Ave., Ridgewood, N. Y.  
 Mar-Mak Machinery Mfg. Co., 626 N. Logan Ave., Danville, Ill.  
 Marmon-Herrington Co., Inc., 1511 W. Washington St., Indianapolis 7, Ind.  
 Marsh, Jas. P., Corp., 2073 Southport Ave., Chicago 14, Ill.  
 Marshall Co., 4350 N. Pulaski Rd., Chicago 41, Ill.  
 Marshall Heater Co., 716-26 E. Monument Ave., Dayton 2, Ohio  
 Martin Equipment Co., Div. American Laundry Machinery Co., Ross & Section Aves., Cincinnati 12, Ohio  
 Martin Fan & Blower Co., 4632 W. 21st Pl., Chicago 50, Ill.  
 Martin, Reba, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla.  
 Marvella Corp., 2019 Center St., N. W., Cleveland 13, Ohio  
 Marvel Mfg. Co., 113 Live Oak St., San Antonio 2, Texas  
 Marvel Marking Machine Co., 1433 Blake St., Denver, Colo.  
 Mason-Neilan Regulator Co., 1190 Adams St., Boston 24, Mass.  
 Master Machinery Co., Anderson, Ind.  
 Master Products Co., 7000 S. Wentworth Ave., Chicago 21, Ill.  
 Mathieson Chemical Corp., Mathieson Bldg., Baltimore 3, Md.  
 Maxant Button & Supply Co., 117 S. Morgan St., Chicago 7, Ill.  
 Mead, George E., Co., 11240 S. Arroyo Dr., Whittier, Cal.  
 Mears-Kane-Ofeldt, Inc., P. O. Box 223, Bridgeport, Pa.  
 Medalia Mfg. Co., 213 First Ave., N., Minneapolis 1, Minn.  
 Meese, Inc., 1948 Madison St., Madison, Ind.  
 Mehl Mfg. Co., 2057 Reading Rd., Cincinnati 2, Ohio  
 Memphis Hanger Co., 14th & P. & L. E. R. R., Monaca, Pa.  
 Menasha Wood Split Pulley Co., 674 Tayco St., Menasha, Wisc.  
 Mendex Corp., 2300 Payne Ave., Cleveland 14, Ohio  
 Merchants Chemical Co., Inc., 60 E. 42nd St., New York 17, N. Y.  
 Mercury Cleaning Systems, Inc., 549 W. Washington Blvd., Chicago 6, Ill.  
 Merson Products Co., 63 Essex St., Jersey City 2, N. J.  
 Metalastic Mfg. Corp., 536 Broad St., Glen Rock, N. J.  
 Metropolitan Body Co., 151 Kossuth St., Bridgeport 8, Conn.  
 Mexico Retractories Co., Love & Cole Sts., Mexico, Mo.  
 Meyercood Co., 5323 W. Lake St., Chicago 44, Ill.  
 Midland Color & Chemical Co., 15 Greene St., Jersey City 2, N. J.  
 Midland Paint & Varnish Co., 3828 E. 91st St., Cleveland 5, Ohio  
 Mid-West Machine & Tool Co., 4325 W. Lincoln Ave., Milwaukee, Wisc.  
 Miller Co., 99 Center St., Meriden, Conn.  
 Miller, A. O., Co., 220 Nordina St., Redlands, Cal.  
 Miller Laundry Machinery Co., 8341 Lyndon Ave., Detroit 21, Mich.  
 Milwaukee Leather Belting Co., 1114 N. Water St., Milwaukee 2, Wisc.  
 Milwaukee Printed String Co., 2604 W. Fond du Lac Ave., Milwaukee 6, Wisc.  
 Mine Safety Appliances Co., 201 N. Braddock Ave., Pittsburgh 8, Pa.



# MANUFACTURERS

Minneapolis-Honeywell Regulator Co., Industrial Div., Wayne & Roberts Aves., Philadelphia 44, Pa.  
 Minnesota Chemical Co., 2285 Hampden Ave., St. Paul 4, Minn.  
 Mitchell, J. B., Co., 4916-28 W. Jefferson Blvd., Los Angeles 18, Cal.  
 Modine Mfg. Co., 1557 Dr. Koven Ave., Racine, Wis.  
 Mueller Instrument Co., Inc., 132-08 89th Ave., Richmond Hill 18, N. Y.  
 Mohawk Rubber Co., 1235 Second Ave., Akron 5, Ohio.  
 Mohl, Hedda, Colorado Springs, Colo.  
 Monite Co., Inc., 4903 Delmar Blvd., St. Louis 8, Mo.  
 Monroe Co., Inc., 10703 Quebec Ave., Cleveland 6, Ohio.  
 Montpelier Mfg. Co., Montpelier, Ohio.  
 Moore Business Forms, Inc., 900 Buffalo Ave., Niagara Falls, N. Y.  
 Moore Co., 800 S. Missouri Ave., Marceline, Mo.  
 Moore's Time Saving Equipment Co., 1934 S. Sterling Ave., Elkhart, Ind.  
 Morehead Mfg. Co., 2455 W. Warren Ave., Detroit 8, Mich.  
 Morheat Corp., 700 E. Kalamazoo St., Lansing 12, Mich.  
 Morse Display Cases, 627 11th St., Wilmette, Ill.  
 Morse Mfg. Co., Inc., 122 Dickerson St., Syracuse 2, N. Y.  
 Mortenoth Chemical Laboratories, 3178 N. Fraternity St., Milwaukee 12, Wis.  
 Moser Bag & Paper Co., 3049 E. 55th St., Cleveland 27, Ohio.  
 Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 1, Minn.  
 Multi-Metal Wire Cloth Co., Inc., 1347 Garrison Ave., New York 59, N. Y.  
 Mund Builders, Inc., 1600 N. Indiana St., Los Angeles 33, Cal.  
 Murphy Sales Co., P. O. Box 153, St. Simons Island, Ga.  
 Murray, D. J., Mfg. Co., 1002-24 Third St., Wausau, Wis.  
 Mutual Paper Box Co., Inc., 510 W. 27th St., New York 1, N. Y.  
 Myer, Henry, Thread Mfg. Co., 319 W. Van-Buren St., Chicago 7, Ill.

## N

Nagel Coat Hanger Co., 1200-18 Oliver St., Houston 7, Texas.  
 Nansen Chemical Corp., 4765 Bellevue Ave., Detroit 7, Mich.  
 Nashua Gummed & Coated Paper Co., Surehold Div., Franklin St., Nashua, N. H.  
 Nashua Textile Co., 246 Fifth Ave., New York 1, N. Y.  
 National Airoil Burner Co., Inc., 1284 E. Sedgley Ave., Philadelphia 34, Pa.  
 National Aluminate Corp., 6216 W. 66th St., Chicago 35, Ill.  
 National Aniline Div., Allied Chemical & Dye Corp., 40 Rector St., New York 6, N. Y.  
 National Boiler Protector Co., 928 Reibold Bldg., Dayton 2, Ohio.  
 National Bundle Tye Co., Dept. 10, Blissfield, Mich.  
 National Cash Register Co., Main & K Sts., Dayton 9, Ohio.  
 National Chemical Sales Co., Laboratory, Inc., 414-16 18 Sixth St., N. W., Atlanta, Ga.  
 National Cleaners Chemical Mfg. Co., 2807-11 W. Lake St., Chicago 12, Ill.  
 National Combustion Co., 101-06 43rd Ave., Corona 68, N. Y.  
 National Dryer Mfg. Co., 2500 60th St., Kenosha, Wis.  
 National Dye House, 5812 W. Washington Blvd., Culver City, Cal.  
 National Dye Works, Inc., 3513 Washington Blvd., Baltimore 22, Md.  
 National Indemnity Exchange, 3820 Washington Blvd., St. Louis 8, Mo.  
 National Institute of Cleaning & Dyeing, Silver Spring, Md.  
 National Life Insurance Co., Montpelier, Vt.  
 National Marking Machine Co., 4026 Cherry St., Cincinnati 23, Ohio.  
 National Milling & Chemical Co., 4601 Nixon St., Philadelphia 27, Pa.  
 National Paper Band Co., P. O. Drawer 126, Denver 9, Colo.  
 National Paper & Type Co., 120 Wall St., New York 5, N. Y.  
 National Repair Services, 615 E. Main St., Richmond 19, Va.  
 National Starch Products, Inc., 270 Madison Ave., New York 17, N. Y.  
 National Steam Pump Co., 701 W. Johnson, Upper Sandusky, Ohio.  
 National Tag & Label Corp., 19 Bridge St., Watertown 72, Mass.  
 National Textile Chemical Co., 1984 E. 83rd St., Cleveland, Ohio.  
 National Textile Conservation Div., Research Laboratories, Sherron Acres, Durham, N. C.  
 National Truck Leasing System, 23 E. Jackson Blvd., Chicago 4, Ill.  
 Necchi Sewing Machine Sales Corp., 164 W. 25th St., New York 1, N. Y.

Neon Sign Co., Inc., House of Plastics Div., N. 14th at Taylor, Herrin, Ill.  
 Neva-Clog Products, Inc., 506 Logan St., Bridgeport 1, Conn.  
 New Departure, Div. General Motors Corp., Bristol, Conn.  
 Newhouse Co., 1247 E. Colorado Blvd., Glendale, Cal.  
 New York Belting & Packing Co., 1 Market St., Passaic, N. J.  
 New York High Grade Button Works, 3569 Broadway, New York 31, N. Y.  
 New York Net Co., 2555 Webster Ave., New York 58, N. Y.  
 New York Pressing Machinery Corp., 880 Broadway, New York 3, N. Y.  
 New York Telecoin Corp., 12 E. 44th St., New York 17, N. Y.  
 New York Twine Corp., 43 W. 36th St., New York 18, N. Y.  
 Nice Ball Bearing Co., 30th St. & Hunting Park Ave., Philadelphia 40, Pa.  
 Nicholson, W. H., & Co., 12 Oregon St., Wilkes-Barre 1, Pa.  
 Nicholson, Wm. J., Laboratories, 2971 W. Davidson, Detroit, Mich.  
 Nissen, John P., Jr., Co., Glenside, Pa.  
 No-Dam Co., 618 N. Wells St., Chicago 10, Ill.  
 Nopco Chemical Co., Inc., First & Essex Sts., Harrison, N. J.  
 Normat Control Co., P. O. Box 372, Cary, Ill.  
 North American Electric Lamp Co., 1090 Tyler St., St. Louis 6, Mo.  
 North American Mfg. Co., 4533 E. 71st St., Cleveland, Ohio.  
 North Coast Chemical & Soap Works, 6307-21 17th Ave., S., Seattle 8, Wash.  
 Northern Equipment Div., Continental Foundry & Machine Co., 1945 Grove Dr., Erie, Pa.  
 Norton & Williams, Inc., 608 North Ave., Westfield, N. J.  
 Nu-Life Mfg. Co., P. O. Box 2942, St. Louis 17, Mo.  
 Nuodex Products Co., Inc., 830 Magnolia Ave., Elizabeth, N. J.  
 Nu-Pro Mfg. Co., 2918 Washington Ave., St. Louis 3, Mo.  
 Nutting Truck & Caster Co., 1125 W. Division St., Fairbault, Minn.  
 Nycos Products Co., 110 W. 29th St., New York 1, N. Y.

## O

Oakite Products, Inc., 228 Thames St., New York 6, N. Y.  
 O'Brien Steam Specialty Co., Inc., 205 Harrison St., Syracuse 2, N. Y.  
 Ohio Centrifugals Co., 342 S. Monument Ave., Hamilton, Ohio.  
 Ohio Injector Co., 175 Laundry St., Wadsworth, Ohio.  
 Ohio Mechanics Institute, Central Parkway & Walnut St., Cincinnati 10, Ohio.  
 Olmer Register Co., 740 Bolander Ave., Dayton, Ohio.  
 Oil-Rite Corp., 2318 Waldo Blvd., Manitowoc, Wis.  
 Oil States Petroleum Co., Inc., 233 Broadway, New York, N. Y.  
 OlsenMark Corp., 124 White St., New York 13, N. Y.  
 Olson, J. B. E., Corp., 1740 Broadway, New York 19, N. Y.  
 Olson Filtration Engineers, Inc., 1624 N. Kilbourn Ave., Chicago 39, Ill.  
 Omaha Dye Works, 24th & Poppleton, Omaha, Nebr.  
 Ontario Iron Works, 32 Park St., Pulaski, N. Y.  
 Orban, Kurt, Co., Inc., 205 E. 42nd St., New York 17, N. Y.  
 Orr Felt & Blanket Co., Piqua, Ohio.  
 Orr & Sembrer, Inc., P. O. Box 1138, Reading, Pa.  
 Osborn Bros., 223 W. Jackson Blvd., Chicago 6, Ill.  
 Oshkosh Filter & Softener Co., 51 Crape St., Oshkosh, Wis.  
 Outside Venetian Blind Co., 2625 Elm St., Dallas 1, Texas.  
 Owens-Corning Fiberglass Corp., 16 E. 56th St., New York 22, N. Y.

## P

Paasche Airbrush Co., 1909 W. Diversey Parkway, Chicago 14, Ill.  
 Pabst Sales Co., 221 N. LaSalle St., Chicago 1, Ill.  
 Pacific Car & Foundry Co., Renton, Wash.  
 Pacific Coat Hanger Mfg. Co., 6710 Avalon Blvd., Los Angeles 3, Cal.  
 Package Chemical Co., Inc., 218 W. First St., Boston 27, Mass.  
 Package Masters, 2525 S. Wabash Ave., Chicago 16, Ill.  
 Packless Metal Hose Inc., 31 Winthrop Ave., New Rochelle, N. Y.

Pacraft Corp., 480 W. Front St., Red Bank, N. J.  
 Paisley Products, Inc., 1770 Canalport Ave., Chicago 16, Ill.  
 Pak-Rite Flexible Packaging Co., 135 W. 20th St., New York 11, N. Y.  
 Pantex Mfg. Corp., 521 Roosevelt Ave., Pawtucket, R. I.  
 Paper Chemicals, Inc., 510 W. 27th St., New York 1, N. Y.  
 Para-Lux Products Co., 4158 W. Schubert Ave., Chicago 39, Ill.  
 Pargament-Fidler, Inc., 307 Canal St., New York 13, N. Y.  
 Parisian Novelty Co., 3510 S. Western Ave., Chicago 9, Ill.  
 Parker, Sid E., Boiler Mfg. Co., Inc., 2035 E. 37th St., Los Angeles 11, Cal.  
 Patek & Co., 1900 16th St., San Francisco 1, Cal.  
 Patterson-Kelley Co., Inc., 104 Warren St., East Stroudsburg, Pa.  
 Patterson Laboratories, Inc., 11930 Pleasant Ave., Detroit 25, Mich.  
 Paulin Products Co., 4444 Lawndale Ave., Lyons, Ill.  
 Payson Mfg. Co., 2916 W. Jackson Blvd., Chicago 12, Ill.  
 Peabody Engineering Corp., 580 Fifth Ave., New York, N. Y.  
 Pecora Paint Co., Fourth St. & Sedgley Ave., Philadelphia 40, Pa.  
 Peerless Pump Div., Food Machinery & Chemical Corp., 301 West Ave., 26, Los Angeles 31, Cal.  
 Pellerin Milnor Corp., 8000 Edinburgh St., New Orleans 18, La.  
 Penick & Ford, Ltd., Inc., 420 Lexington Ave., New York 17, N. Y.  
 Pennington Co., Riverview Ave., Gillette, N. J.  
 Penn Novelty Co., 228-30 N. 15th St., Philadelphia 2, Pa.  
 Pennsylvania Rubber Co., Penn-Craft Park, Jeanette, Pa.  
 Pennsylvania Salt Mfg. Co., 1000 Widener Bldg., Philadelphia 7, Pa.  
 Perelmutter, M., & Co., 4423-25 Broadway, Chicago 40, Ill.  
 Perfection Marking Machine Co., 441 Detroit St., Denver 6, Colo.  
 Perfection Products Co. & Identification, Inc., 550 W. Harrison St., Chicago 7, Ill.  
 Perflex Corp., 500 W. Oklahoma Ave., Milwaukee 11, Wis.  
 Permafiber Corp., 450 Seventh Ave., New York 1, N. Y.  
 Perma Mfg. Co., Inc., 189 North Ave., N. E., Atlanta, Ga.  
 Perma Products Co., P. O. Box 25, Linwood Station, Detroit 6, Mich.  
 Perm-Aseptic Corp., 432 Waverly Ave., Mamaroneck, N. Y.  
 Per-Mo Products Co., 1715 E. 36th St., Kansas City 3, Mo.  
 Permutit Co., 330 W. 42nd St., New York 18, N. Y.  
 Perry, E. J., & Co., 1329 Rockdale Ave., New Bedford, Mass.  
 Pest Control Equipment Co., 47 W. 43rd St., New York 18, N. Y.  
 Petroleum Heat & Power Co., Stamford, Conn.  
 Pfaff Sewing Machine Sales Co., 820 Greenwich St., New York 14, N. Y.  
 Phenix Supply Co., 361 Central Ave., S. W., Atlanta 3, Ga.  
 Philadelphia Belting Co., Sixth & Spring Garden Sts., Philadelphia 23, Pa.  
 Philadelphia Quartz Co., 1160 Public Ledger Bldg., Sixth & Chestnut Sts., Philadelphia 6, Pa.  
 Philco Corp., Storage Battery Div., 467 Calhoun St., Trenton 7, N. J.  
 Phoenix Oil Co., 9505 Cassius Ave., Cleveland 5, Ohio.  
 Phoenix Products Co., 4715 N. 27th St., Milwaukee 9, Wis.  
 Photoswitch, Inc., 77 Broadway, Cambridge 42, Mass.  
 Piazza Engineering Co., 4317 W. Irving Park Rd., Chicago 41, Ill.  
 Pick Mfg. Co., 255 S. Main St., West Bend, Wis.  
 Pinnacle Products Corp., 260 Madison Ave., New York 16, N. Y.  
 Pioneer Development Co., 1059 Ingraham St., Los Angeles 14, Cal.  
 Pittsburgh Hanger Co., 14th & P. & L. E. R. R., Monaca, Pa.  
 Pittsburgh Plate Glass Co., Paint Div., 632 Duquesne Way, Pittsburgh, Pa.  
 Pittsburgh Tag Co., 1112-20 Galveston Ave., Pittsburgh 33, Pa.  
 Pittsburgh Waterproof Co., 2537 Penn Ave., Pittsburgh 22, Pa.  
 Pihlco Co., 1800 Kingsbury St., Chicago 14, Ill.  
 Pneumatic Engineering & Sales, 1010 Des Moines Bldg., Des Moines, Iowa.  
 Pocock, M. A., 1234 Central Ave., N. E., Minneapolis 13, Minn.  
 Poland Laundry Machinery Co., 47 Kemble St., Boston 19, Mass.  
 Popkins Fixture Co., 3722 Forest Park Blvd., St. Louis 8, Mo.  
 Porto-Fab Co., Inc., 9215 Weiss St., Dallas 9, Texas.  
 Powers Regulator Co., 2810 Greenview Ave., Chicago 14, Ill.  
 Preferred Utilities Mfg. Corp., 1860 Broadway, New York 23, N. Y.  
 Pre-Marked Strip Tag Co., 3232 India St., San Diego 1, Cal.



Pres-Grip Corp., 3108 Main St., Buffalo 14, N. Y.  
 Procter & Gamble Distributing Co., Gwynne Bldg.,  
 P. O. Box 599, Cincinnati 2, Ohio  
 Proctor & Schwartz, Inc., Seventh St. & Tabor  
 Rd., Philadelphia 20, Pa.  
 Progressive Textile Mfg. Co., 3252 River Ave.,  
 Camden 5, N. J.  
 Proportioners, Inc., P. O. Box 1442, Providence,  
 R. I.  
 Prosperity Co., Inc., 2131-2171 Erie Blvd. E.,  
 Syracuse 1, N. Y.  
 Prym, William, Inc., Daville, Conn.  
 Pullclean Towel Cabinet System, 11 Broadway,  
 New York 4, N. Y.  
 Pure Oil Co., 35 E. Wacker Dr., Chicago 1, Ill.  
 Purkett Mfg. Co., 325 E. Third St., Joplin, Mo.  
 Pyrene Mfg. Co., 560 Belmont Ave., Newark 8,  
 N. J.  
 Pyrometer Instrument Co., Inc., Bergenfield 33,  
 N. J.

## Q

Quality Products Co., 5760 W. Grand Ave.,  
 Chicago 39, Ill.  
 Quigley Co., Inc., 527 Fifth Ave., New York 17,  
 N. Y.

## R

Radiant Drying Co., 1680 Vine St., Los Angeles  
 28, Cal.  
 Radiator Specialty Co., 1700-1900 Dowd Rd.,  
 Charlotte 1, N. C.  
 Rainbow Dye Works, 109 S. 16th St., Louisville  
 2, Ky.  
 Ramelli, Rudolph, Inc., 1700 Poydras, New Or-  
 leans 6, La.  
 Rambile Co., 3563 W. 18th St., Chicago 8, Ill.  
 Randolph Laboratories, Inc., 8 E. Kinzie St., Chi-  
 cago 11, Ill.  
 Rapids-Standard Co., 535 Bono Ave., N.W.,  
 Grand Rapids 2, Mich.  
 Ranssens, Inc., 1904 Grove St., Glen-  
 view, Ill.  
 Rathburn Co., 2507 Chartres St., Houston 4,  
 Texas  
 Raybestos-Manhattan, Inc., 61 Willett St., Passaic,  
 N. J.  
 Raychem Products Co., 20 E. 19th St., Paterson  
 4, N. J.  
 Ray Oil Burner Co., 1301 San Jose Ave., San  
 Francisco 12, Cal.  
 Reading-Pratt & Cady, Div. American Chain &  
 Cable Co., Inc., Tulpehocken St. & Lebanon  
 Valley R.R., Reading, Pa.  
 Reed Mfg. Co., 1425 W. Eighth St., Erie, Pa.  
 Reed-Stabin, Inc., 504 62nd St., Brooklyn 20,  
 N. Y.  
 Rees-Davis Drugs, Inc., Meriden, Conn.  
 Reeves Bros., Inc., 54 Worth St., New York  
 13, N. Y.  
 Refinite Corp., Omaha, Neb.  
 Reintjes, George P., 2515-17 Jefferson St., Kan-  
 sas City 10, Mo.  
 Reliable Fur Storage Equipment Co., Div. Re-  
 liable Machine Works, Inc., 238 Eagle St.,  
 Brooklyn 22, N. Y.  
 Reliable Steam Pressing Machine Service, Inc.,  
 175 Bergen St., Newark 3, N. J.  
 Reliance Electric & Engineering Co., 1058 Ivan-  
 hoe Rd., Cleveland 10, Ohio  
 Rema Corp., Box 86, Norwalk, Conn.  
 Remington Rand Co., 315 Fourth Ave., New York,  
 N. Y.  
 Renard's, 741 Madison Ave., New York 21, N. Y.  
 Reo Motors, Inc., 1314 S. Washington Ave., Lan-  
 sing 20, Mich.  
 Reppel-O-Products Div., North American Merchan-  
 dising Co., Transportation Bldg., Detroit 26,  
 Mich.  
 Republic Flow Meters Co., 2240 W. Diversey  
 Parkway, Chicago 47, Ill.  
 Republic Steel Corp., Republic Bldg., Cleveland  
 1, Ohio  
 Research Laboratories Corp., P. O. Box 388, Dur-  
 ham, N. C.  
 Research Products Corp., 1011 E. Washington  
 Ave., Madison 3, Wisc.  
 Resillo Co., 2328 W. Nelson St., Chicago 18, Ill.  
 Resistoflex Corp., 39 Plamson Rd., Belleville 9,  
 N. J.  
 Resisto Laboratories, 1266 Donald Ave., Lake-  
 wood, Ohio  
 Reverse Copper & Brass, Inc., 230 Park Ave., New  
 York 17, N. Y.  
 Reverse Electric Mfg. Co., 6009 N. Broadway,  
 Chicago 40, Ill.  
 Revolve Div. (Atlas Powder Co.), Ludlow St.,  
 Stamford, Conn.  
 Rev-Var Products Co., 53 Clark St., Hamburg,  
 N. Y.  
 Rhodes, Preston T., 520-22 N. 61st St., Phila-  
 delphia, Pa.  
 Rison Mfg. Co., 14 Rison St., Naugatuck, Conn.

Riverside Chemical Co., Inc., 871-947 River  
 Rd., North Tonawanda, N. Y.  
 Riverside Mfg. Co., 4919-27 Connecticut St., St.  
 Louis 9, Mo.  
 Roberts-Modaber Co., Inc., 1035 W. Lake, Chi-  
 cago, Ill.  
 Roberts Numbering Machine Co., 705 Jamaica  
 Ave., Brooklyn 8, N. Y.  
 Robins, G. S. & Co., 126 Chouteau St., St. Louis,  
 Mo.  
 Robinson School of Weaving, 210½ W. Main,  
 Lebanon, Ind.  
 Robot Laundry Machinery Sales, Wolf Ave.,  
 Chambersburg, Pa.  
 Rochester Can Co., 114 Greenleaf St., Rochester  
 9, N. Y.  
 Rockwell, W. S., Co., 200 Ehot St., Fairfield,  
 Conn.  
 Rodin Machinery Co., Div. Rodin Bros., 930 E.  
 43rd St., Chicago 15, Ill.  
 Roller Bearing Co. of America, Box 480, Trenton  
 3, N. J.  
 Rome Soap Mfg. Co., Sixth St., Rome, N. Y.  
 Ronaflex Tubing Co., Inc., Packard Bldg., Phila-  
 delphia 2, Pa.  
 Root & Co., 11 Ionia, S. W., Grand Rapids 2,  
 Mich.  
 Roots-Connorsville Blower Corp., 900 W. Mount  
 St., Connorsville, Ind.  
 Rosenthal Mfg. Co., 5035 N. Kedzie Ave., Chi-  
 cago 25, Ill.  
 Rosenthal Paper Co., 200 Lynch St., St. Louis 18,  
 Mo.  
 Roth, Roy E., Co., 2430 Fourth Ave., Rock Island,  
 Ill.  
 Rothleder, Mannie, Co., 50 W. 29th St., New  
 York, N. Y.  
 Rubber City Mfg. Co., 714 N. Main St., Akron  
 10, Ohio  
 Rubberoid Co., 500 Fifth Ave., New York 18, N. Y.  
 Rubinoff, M., Inc., 154-156 W. 27th St., New  
 York 1, N. Y.  
 Ruggles, Klingemann Mfg. Co., Foster Court, Sal-  
 lem, Mass.  
 Ruland & Oas Mfg. Co., 245 Maple Ave., North  
 Grand, Pa.  
 Rumford Chemical Works, 21 Newman Ave.,  
 Rumford 16, R. I.  
 Russell Mfg. Co., Middletown, Conn.

## S

Sabin Machine Co., 6536 Carnegie Ave., Clevel-  
 and 3, Ohio  
 St. Louis Sticker Co., 1906 Pine St., St. Louis  
 3, Mo.  
 Salisbury Mfg. Co., Box 1523, Providence, R. I.  
 Salomon, L. A. & Bro., 216 Pearl St., New York  
 7, N. Y.  
 Sani-Top Co., Stepney Depot, Conn.  
 Sarcu Co., Inc., Empire State Bldg., New York,  
 N. Y.  
 Schaub, Fred H., Engineering Co., Inc., 2110 S.  
 Marshall Blvd., Chicago 23, Ill.  
 Schirmer-Dornbier Pump Co., 1719 E. 39th St.,  
 Cleveland 14, Ohio  
 Schor Paper Co., 56 W. 45th St., New York 19,  
 N. Y.  
 Schorsch & Co., Inc., 120 Bruckner Blvd., New  
 York 34, N. Y.  
 Schramm, Inc., West Chester, Pa.  
 Schutte & Koerting Co., Cornwells Heights, Bucks  
 County, Pa.  
 Schwartz, B. W., Co., Box 205, Washington St.,  
 Two Rivers, Wisc.  
 Schweitzer-Cummins Co., 1145 E. 22nd St., In-  
 dianapolis 7, Ind.  
 Seamlex Company, Inc., 41-23 24th St., Long  
 Island City 1, N. Y.  
 Sec-O-Matic Corp., Div. International Projector  
 Corp., 55 LaFrance Ave., Bloomfield, N. J.  
 Security Fur Seal Co., Inc., 144 W. 27th St.,  
 New York 1, N. Y.  
 Sellers Engineering Co., 4876 N. Clark St., Chi-  
 cago 40, Ill.  
 Seneca Dyers, Inc., 1227 Maple St., Rochester 11,  
 N. Y.  
 Sergeant, E. M., Pulp & Chemical Co., Inc., 7  
 Dey St., New York 7, N. Y.  
 Service Recorder Co., 1375 Euclid Ave., Clevel-  
 and 15, Ohio  
 Shane Uniform Co., Inc., 2013 W. Maryland,  
 Evansville 7, Ind.  
 Shedlov-Heinz Mfg. Co., 15-B Wilder St., Minne-  
 apolis 1, Minn.  
 Shell Oil Co., Inc., 50 W. 50th St., New York  
 20, N. Y.  
 Shields Engineering & Mfg. Co., 277 E. 156th  
 St., Cleveland 10, Ohio  
 Shuler Conveyors, Inc., 43 Hutcheson Place, Lyn-  
 brook, N. Y.  
 Sibur Mothproof Co., P. O. Box 956, Colorado  
 Springs 3, Colo.  
 Siebring Mfg. Co., 100 Owen St., George, Iowa.  
 Signal Chemical Mfg. Co., 2650 Wood Hill Rd.,  
 Cleveland 4, Ohio  
 Silkelen Mfg. Co., P. O. 512, Chicago 90, Ill.  
 Simco Co., 918 W. Master St., Philadelphia 22,  
 Pa.  
 Simmons Machine Co., 5118 Lincoln Ave., Chi-  
 cago 25, Ill.  
 Simplex Oil Heating Corp., 7901 Oxford Ave.,  
 Philadelphia 11, Pa.

Simplex Time Recorder Co., 24 S. Lincoln St.,  
 Gardner, Mass.  
 Singer Sewing Machine Co., 149 Broadway, New  
 York 6, N. Y.  
 Sirota, Bernard, Co., 620 Smith St., Brooklyn 31,  
 N. Y.  
 Skelly Oil Co., 47th St. & Penn Ave. (605 W.  
 47), Kansas City, Mo.  
 Skrandel Co., 6433 S. Rockwell St., Chicago 29,  
 Chicago 7, Ill.  
 Slater-Robbins Co., Inc., 28-44 Borden Ave.,  
 Long Island City, N. Y.  
 Smith, Drum & Co., Allegheny Ave. below Fifth,  
 Philadelphia, Pa.  
 Smith, Frank R., Co., 503 Front St., Orange,  
 Texas  
 Smith, George, Mfg. Co., 1323 W. Carroll Ave.,  
 Chicago 7, Ill.  
 Smith, Gilman R., Co., Inc., 915 Broadway, New  
 York 10, N. Y.  
 Smith, Laurence C., 1526 Valley Dr., Syracuse,  
 N. Y.  
 Smith, R. B., Co., 1609 S. Nevada Ave., Colorado  
 Springs, Colo.  
 Smith, S. S., Inc., Box 272, Red Bank, N. J.  
 Socomey-Vacuum Oil Co., Inc., 26 Broadway, New  
 York 4, N. Y.  
 Solvay Process Div., Allied Chemical & Dye  
 Corp., 61 Broadway, New York 6, N. Y.  
 Sonneborn, L., Sons, Inc., 88 Lexington Ave.,  
 New York 16, N. Y.  
 Southeastern Textile Co., 222 E. Solomon St.,  
 Griffin, Ga.  
 Southern Mills, Inc., 585 Wells St., S. W.,  
 Atlanta, Ga.  
 Sparks Pad Co., 7712 Denton Dr., Dallas 9, Texas  
 Spear Box Co., Inc., 270 11th Ave., New York  
 1, N. Y.  
 Speare Co., 2235 S. Ford Ave., Chicago 16, Ill.  
 Specialty Devices Co., 805 E. 26th St., Norfolk  
 4, Va.  
 Speed Products Co., Inc., 37-18 Northern Boul-  
 vard, Long Island City 1, N. Y.  
 Speedy Washer Mfg. Co., 5700 N. W. 35th Ave.,  
 Miami 48, Fla.  
 Spencer Turbine Co., 486 New Park Ave., Hart-  
 ford, Conn.  
 Spix Products Co., 119 Dahlem St., Pittsburgh 6,  
 Pa.  
 Spotswood Parker & Co., 313 Techwood Dr.,  
 N. W. Atlanta, Ga.  
 Squires, C. E., Co., 18502 Syracuse Ave., Clevel-  
 and 10, Ohio  
 Stadham Co., Inc., 1825-31 N. 20th St., Phila-  
 delphia 21, Pa.  
 Stadler Textile Weavers, 312 E. Wisconsin Ave.,  
 Milwaukee, Wisc.  
 Stafford Mfg. Co., Inc., 145 58th St., Brooklyn  
 20, N. Y.  
 Stainpruf Mfg. Co., 2032 E. Seventh St., Los  
 Angeles 21, Cal.  
 Staley, A. E., Mfg. Co., 220 Eldorado, Decatur  
 60, Ill.  
 Stamford Chemical Co., 60 Spruce St., Stamford,  
 Conn.  
 Stampograph Co., Inc., 79 Alexander Ave., Bronx  
 54, N. Y.  
 StampPatch Magic Mender, Elbow Lake, Minn.  
 Standard Chemical Works Co., 538 E. Town St.,  
 Columbus 15, Ohio  
 Standard Fire Insurance Co., 151 Farmington  
 Ave., Hartford, Conn.  
 Standard Garment Co., 2283 Fulton St., Toledo  
 10, Ohio  
 Standard Laundry & Cleaning Machinery Co.,  
 6900 Maple Ave., Dallas 2, Texas  
 Standard Oil Co., 910 Michigan Ave., Chicago  
 80, Ill.  
 Standard Register Co., 3005 Campbell St., Dayton  
 1, Ohio  
 Standard Soap Co. of Camden, 205 S. Second  
 St., Camden, N. J.  
 Stanley, John T., Co., Inc., 626-66 W. 30th St.,  
 New York, N. Y.  
 Sta-Nu Corp., 701 S. Wells St., Chicago 7, Ill.  
 Starr Soap & Chemical Co., 139 Main St., Cam-  
 bridge, Mass.  
 Star Service Hanger Div., L. A. Young Spring &  
 Wire Corp., 9200 Russell St., Detroit 11, Mich.  
 Stauffer Chemical Co., 420 Lexington Ave., New  
 York 17, N. Y.  
 Steamaster Automatic Boiler Co., 5819 Compton  
 Ave., Los Angeles 11, Cal.  
 Steamaster Co., Inc., 110 W. 30th St., New York  
 1, N. Y.  
 Steam Engineering & Sales Co., 1818 W. 47th  
 St., Chicago, Ill.  
 Stearns, George, Chemical & Mfg. Co., 119 E.  
 Main St., Madison, Wisc.  
 Stebbins Mfg. & Supply Co., 1735 Blake St.,  
 Denver 2, Colo.  
 Steelco Mfg. Co., 3418 Gratiot, St. Louis 3,  
 Mo.  
 Steele Canvas Basket Co., Inc., 199 Concord  
 Turnpike, Box 64, Cambridge 40, Mass.  
 Steele, J. W., & Co., 12th Ave. & Howell, North  
 Kansas City 16, Mo.  
 Steel Products Engineering Co., 1205 Colum-  
 bia St., Springfield, Ohio  
 Steffen Canvas Products, 315 S. Beech St., Eaton,  
 Ohio  
 Steigler, George, Co., 8 Forest Ave., Cincinnati,  
 Ohio  
 Stein, Lawrence M., Co., 815-25 W. Van Buren  
 St., Chicago 7, Ill.  
 Steiner Sales Co., 740 Rush St., Chicago 11, Ill.  
 Steinman Paper Co., 1302 N. Halsted Ave., Chi-  
 cago 22, Ill.

# MANUFACTURERS

Stephens-Adams Mfg. Co., Ridgeway Ave., Aurora, Ill.  
 Sterling, Inc., 3738 N. Holton St., Milwaukee 12, Wis.  
 Sterling Engineering & Mfg. Corp. (Templeton Mfg. Co.), Reservation Rd., Hyde Park 36, Mass.  
 Sterling Supply Corp., 1 Porter St., Philadelphia 48, Pa.  
 Sterwin Chemicals, Inc., 1450 Broadway, New York 18, N. Y.  
 Stevenson Co., Stevenson, Conn.  
 Stevenson, Jordan & Harrison, Inc., 205 W. Wacker Dr., Chicago 6, Ill.  
 Stewart-Warner Corp.-Alenite Corp., 1826 Diversey Parkway, Chicago 14, Ill.  
 Sticht, Herman, Co., Inc., 27 Park Pl., New York 7, N. Y.  
 Stitt-Reed, Inc. and/or Wm. A. Reed & Co., Inc., 8432 44th Pl., Lyons, Ill.  
 Stomac Engineering Co., Inc., 2000 W. 25th, Cleveland 13, Ohio  
 Store Mfg. Co., 205 Lafayette Ave., Bellevue, Ky.  
 Stout, David, & Sons, 7016 Manchester Blvd., St. Louis 17, Mo.  
 Stover Water Softener Co., Stover Bldg., St. Charles, Ill.  
 Street, R. H., & Co., Inc., 561 W. Monroe St., Chicago 6, Ill.  
 Strike's Laundry Machinery, Inc., 221 N. Westmoreland Ave., Los Angeles 49, Cal.  
 Stronberg Time Corp., 109 Lafayette St., New York 13, N. Y.  
 Strong, Carlisle & Hammond Co., 1392 W. Third St., Cleveland 13, Ohio  
 Stry-Lenkoff & Co., 815 E. Market St., Louisville 6, Ky.  
 Studebaker Corp., South Bend, Ind.  
 Subox, Inc., Fairmont Plant, Hackensack, N. J.  
 Suedecare, Inc., 500 Station Plaza, Hempstead 1, N. Y.  
 Surde King, 1311 State St., Sharon, Pa.  
 Sun Fluorescent Electric Co., 1655 Bedford Ave., Brooklyn 25, N. Y.  
 Superior Combustion Industries, Inc., 1475 Broadway, New York 18, N. Y.  
 Superior Products Co., 148 Pearl St., Somerville 45, Mass.  
 Superior Rug Machinery Co., 2738 N. Sheffield Ave., Chicago 14, Ill.  
 Super Laundry Machinery Co., Div. St. Joe Machines, Inc., State & Water Sts., St. Joseph, Mich.  
 Sure-Hold Div., Nashua Gummed & Coated Paper Co., Franklin St., Nashua, N. H.  
 Sureloc Paper Clip Co., 66 Kenyon Ave., Wakefield, R. I.  
 Sutherland Paper Co., 243 E. Paterson St., Kalamazoo 13-D, Mich.  
 Swift & Co., Union Stock Yards, Chicago 9, Ill.  
 Sylvania Div., American Viscose Corp., 122 E. 42nd St., New York 17, N. Y.  
 Sylvania Electric Products, Inc., 500 Fifth Ave., New York, N. Y.

# T

Taco Heaters, Inc., 137 South St., Providence 3, R. I.  
 Tad Chemical Co., Div. Acme Industrial Compounds Corp., 625 S. Goodman, Rochester 7, N. Y.  
 Tagit Co., 1212 11th St., Rockford, Ill.  
 Takamine Laboratory, Inc., 193 Arlington Ave., Clifton, N. J.  
 Take-Care Mfg. & Sales Co., 2225 E. Ninth St., Wichita, Kans.  
 Talley Laundry Machinery Co., Mill St., Greensboro, N. C.  
 Talon, Inc., 626 Arch St., Meadville, Pa.  
 Tarbous Co., 4300 Euclid Ave., Cleveland 3, Ohio  
 Tash, Al. Dye Works, Grand Prairie, Dallas County, Texas  
 Taylor Host Inc., 718 N. Ave. 53, Los Angeles, Cal.  
 Taylor, W. A., & Co., 7300 York Rd., Baltimore 4, Md.  
 Technical Engineering Corp., P.O. Box 1274, Miami Springs, Fla.  
 Texas Engineering Corp., 1 Washington Ave., Providence 1, R. I.  
 Telflex, Inc., 248 W. Wingohocking St., Philadelphia 40, Pa.  
 Temple, A. B., Co., 308 W. Burlington, La Grange, Ill.  
 Templeton Bros., Inc., 699 Main St., Walpole, Mass.  
 Testing Machines, Inc., 427 W. 42nd St., New York, N. Y.  
 Texas Co., 135 E. 42nd St., New York, N. Y.  
 Texas Soap Mfg. Corp., 4905 Calhoun Rd., Houston 4, Texas  
 Tex Tag Control Systems, 522 W. Peachtree St., Atlanta, Ga.  
 Textile Marking Machine Co., Inc., 246 Walton St., Syracuse 2, N. Y.  
 Threshold Industries, P. O. Box 72, Harrison, N. J.  
 Thomason Mills, E. Main St., Thomaston, Ga.  
 Thompson, H. C., Clock Co., 38 Federal St., Bristol, Conn.  
 Thompson-Hayward Chemical Co., 2915 Southwest Blvd., Kansas City 8, Mo.

Thomson Chemical Co., 619 N. Jackson St., Lima, Ohio  
 Thoro Products Co., 3240 Larimer St., Denver 5, Colo.  
 Tho-Ro Products, Inc., 222 Fourth Ave., New York 3, N. Y.  
 Thrifty Weavers, 310 N. St. Clair St., Toledo 4, Ohio  
 Tie Co., Unadilla, N. Y.  
 Tillery Container Co., 6000 Wilson Ave., Kansas City 3, Mo.  
 Time Savers, Inc., 83-99 Walnut St., Montclair, N. J.  
 Timken Roller Bearing Co., Canton 6, Ohio  
 Tingue, Brown & Co., 1765 Carter Ave., New York 57, N. Y.  
 Titeflex, Inc., 596 Frelinghuysen Ave., Newark 5, N. J.  
 Titusville Iron Works Co., Div. Struther Wells Corp., 51 Drake St., Titusville, Pa.  
 Todd Co., Inc., 1150 University Ave., Rochester 4, N. Y.  
 Toledo Scale Co., 1076 Telegraph Rd., Toledo 12, Ohio  
 Tompkins' Label Service, Frankford Ave. at Allegheny Ave., Philadelphia 34, Pa.  
 Tork Clock Co., Inc., 1 Grove St., Mt. Vernon, N. Y.  
 Trachtenberg, Sol G., & Son, 115 W. 30th St., New York 24, N. Y.  
 Trane Co., Second & Cameron Sts., La Crosse, Wis.  
 Travelers Insurance Co., Hartford, Conn.  
 Treu, Harry Jay, Inc., 147 W. 35th St., New York 1, N. Y.  
 Trico Chemical Div., Tri-State Equipment Co., 402 Sweetland Blvd., 1010 Euclid Ave., Cleveland 15, Ohio  
 Trico Fuse Mfg. Co., 2948 N. Fifth St., Milwaukee 12, Wis.  
 Triner Scale & Mfg. Co., 2714 W. 21st, Chicago, Ill.  
 Trio Chemical Works, Inc., 341-49 Scholes St., Brooklyn 6, N. Y.  
 Tri-Pak Machinery Service, Inc., Box 1228, Harlingen, Texas  
 Triple "M" Inc., 12 Beacon St., Somerville 43, Mass.  
 Tropical Paint & Oil Co., 1110-1300 W. 70th St., Cleveland 2, Ohio  
 Troy Engine & Machine Co., 2400 Railroad Ave., Troy, Pa.  
 Troy Laundry Machinery Div., American Machine & Metals, Inc., East Moline, Ill.  
 Troy Sunshade Co., Plum & Grant Sts., Troy, Ohio  
 Tra Color Dye Works, 205 Sheffield Ave., Brooklyn 7, N. Y.  
 Tru-Sheen Corp., 1230 Edward St., Richmond, Cal.  
 "TT" Tickle-Tap Corp., 512 N. Wrenn St., High Point, N. C.  
 Turco Products, Inc., 6135 S. Central Ave., Los Angeles 1, Cal.  
 Tyson Sales Co., Inc., 1212 Washington Ave., Houston, Texas

# U

Uniform Sales Co., 527 W. Roosevelt Rd., Chicago 7, Ill.  
 Union Iron Works, 15th & Cascade St., Erie, Pa.  
 Union Oil Co. of California, Los Angeles, Cal.  
 Unipress Co., 2800 Lyndale Ave., S., Minneapolis 8, Minn.  
 United Autographic Register Co., 5000 S. California Ave., Chicago, Ill.  
 United Brass Works, 1589 Atlantic Ave., Brooklyn, N. Y.  
 United Cotton Goods Co., Inc., 101 E. Broadway, Griffin, Ga.  
 United Electric Motor Co., 178 Center St., New York 13, N. Y.  
 United Fabrics Co., 223 W. Jackson Blvd., Chicago, Ill.  
 United Laboratories, Inc., 16801 Euclid Ave., Cleveland 12, Ohio  
 United Print Shop, 283 Seventh Ave., New York 1, N. Y.  
 U. S. Blind Stitch Machine Co., 312 Seventh Ave., New York, N. Y.  
 U. S. Chemical Products Co., P. O. Box 212, Columbus, Ohio  
 U. S. Gauge Div., American Machine & Metals, Inc., Clymer Ave., Sellersville, Pa.  
 U. S. Hoffman Machinery Corp., 105 Fourth Ave., New York 3, N. Y.  
 U. S. Machine Corp., Lebanon, Ind.  
 U. S. Marking Tag Co., Inc., 718 Atlantic Ave., Brooklyn 17, N. Y.  
 U. S. Mining Corp., 6363 Wiltshire Blvd., Los Angeles 48, Calif.  
 U. S. Rubber Co., 1230 Ave. of the Americas, New York 20, N. Y.  
 U. S. Rubber Co., Koylon Div., 407 N. Main St., Mishawaka, Ind.  
 U. S. Steel Co., 525 William Penn Pl., Pittsburgh 30, Pa.  
 U. S. Stoneware Co., 60 E. 42nd St., New York 17, N. Y.  
 U. S. Tag & Ticket Co., 2217-21 Robb St., Baltimore, Md.  
 U. S. Tissue Converting Co., 1848 W. Washington Blvd., Los Angeles 7, Cal.

United Steel & Wire Co., 175 Fonda Ave., Battle Creek, Mich.  
 United Vacuum Appliance Corp., Connersville, Ind.  
 Unit Wash Co., S. Washington St., Plainville, Conn.  
 Universal Laundry Machinery Co., 3739 Page Blvd., St. Louis, Mo.  
 Universal Match Corp., St. Louis 3, Mo.  
 Utility Truck Corp., 603 W. 23rd St., New York 11, N. Y.

# V

V & W Equipment Co., 664 W. Peachtree, N. W., Atlanta 3, Ga.  
 Valdura Div., American Marietta Co., 43 E. Ohio St., Chicago 11, Ill.  
 Van Chemical Co., 539 Third St., Detroit 26, Mich.  
 Veeder-Root, Inc., 70 Sargeant, Hartford 2, Conn.  
 Velan Engineering Co., 6585 Jeanne Mance St., Montreal, Can.  
 Velocity Steam Production Engineering, Inc., 38 S. Dearborn St., Chicago 3, Ill.  
 Vic Cleaning Machine Co., 1313 Hawthorne Ave., Minneapolis 3, Minn.  
 Victor Balata & Textile Belting Co., 53 Park Pl., New York 7, N. Y.  
 Victor Chemical Works, 141 W. Jackson Blvd., Chicago 4, Ill.  
 Victor Lubricator Sales Co., Mildred & North Aves., Antioch, Ill.  
 Viking Pump Co., Fourth & Newman Sts., Cedar Falls, Iowa  
 Virginia Carolina Laundry Supply Corp., 212 W. Seventh St., Richmond, Va.  
 Virginia Greenstone Co., Inc., Box 897, S. Lynchburg, Va.  
 Virginia Smelting Co., Third Ave. & Jefferson St., West Norfolk, Va.  
 Vita-Var Corp., 46 Albert Ave., Newark 2, N. J.  
 Volk, Lawrence B., 1221 Washington Ave., Scranton, Pa.

# W

Wagner Awning & Mfg. Co., 2658 Scranton Rd., Cleveland 11, Ohio  
 Wagner Sign Service, Inc., 212 Hoyne Ave., Chicago 12, Ill.  
 Waldorf Co., 2236 Myrtle Ave., St. Paul, Minn.  
 Waldorf Paper Products, 2250 Wabash Ave., St. Paul 4, Minn.  
 Wallace & Tiernan Products, Inc., 1 Main St., Belleville 9, N. J.  
 Wallerstein Co., Inc., 180 Madison Ave., New York 16, N. Y.  
 Walser Automatic Timer Control, 420 Lexington Ave., New York 17, N. Y.  
 Walsh Packing Co., 208-210 Race St., Philadelphia 6, Pa.  
 Walton Trunk Co., 78 Fifth Ave., New York 11, N. Y.  
 Walworth Co., 60 E. 42nd St., New York 17, N. Y.  
 Warco Laboratories, 1640 W. Vernon, Los Angeles 37, Cal.  
 Waring Products Corp., 25 W. 43rd St., New York 36, N. Y.  
 Warren Belting Co., Inc., 33 Arctic St., Worcester 8, Mass.  
 Washine National Sands, Inc., 37-02 Northern Blvd., Long Island City 1, N. Y.  
 Water Service Laboratories, Inc., 423 W. 126th St., New York 27, N. Y.  
 Watson-Standard Co., 225 Galveston Ave., Pittsburgh 12, Pa.  
 Waverly Specialty Co., Waverly Hall, Ga.  
 Wayne Pump Co., 513-521 Tecumseh St., Fort Wayne 4, Ind.  
 Weave-Bac, Sweetland Bldg., Cleveland 15, Ohio  
 Weave Masters, Inc., 413 Race St., Cincinnati, Ohio  
 Webb Belting & Supply Co., 1501-1507 W. 12th St., Kansas City 7, Mo.  
 Webster, Warren, & Co., 17th & Federal Sts., Camden, N. J.  
 Wendling Standard Forms, Fort Thomas, Ky.  
 Weissert, R. M., 607 Equitable Bldg., 613 Locust St., St. Louis, Mo.  
 Wescott Products Corp., 131 Lincoln Ave., New York 54, N. Y.  
 West Coast Laundry Machinery Co., 3246 17th St., San Francisco 10, Cal.  
 Western Laundry Machinery Co., 420 E. 10th St., North Kansas City 16, Mo.  
 Western Laundry Press Co., 619 S. Fifth West St., Salt Lake City, Utah  
 Western Pump Co., Ltd., 522 W. Santa Clara St., San Jose 1, Cal.  
 Westinghouse Air Brake Co., Industrial Products Div., Wilmerding, Pa.  
 Westinghouse Electric Corp., Lamp Div., Bloomfield, N. J.  
 Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark 5, N. J.  
 West Side Corp., 177 E. 123rd St., New York 35, N. Y.

**Y**

Westvaco Chemical Div., Food Machinery & Chemical Corp., 405 Lexington Ave., New York 17, N. Y.  
 Whitehouse Nylon Products, 360 Furman St., Brooklyn 2, N. Y.  
 White Machine Co., 104-106 Livingston St., Newark 3, N. J.  
 White Motor Co., 847 E. 79th St., Cleveland, Ohio  
 Whitlock Mfg. Co., 90 South St., Elmwood, Hartford 10, Conn.  
 Whitman Supply Co., 131 Lincoln Ave., New York 54, N. Y.  
 Whitney Chain & Mfg. Co., 237 Hamilton St., Hartford 2, Conn.  
 Wichita Precision Tool Co., Inc., 450-454 N. Seneca, Wichita 12, Kans.  
 Wick Narrow Fabric Co., 112 N. 12th St., Philadelphia 7, Pa.  
 Wiegand, Edwin L., Co., 7671 Thomas Blvd., Pittsburgh 8, Pa.  
 Wilbur & Williams Co., 130 Lincoln St., Brighton 35, Mass.  
 Wilkes Equipment Co., 3119 Ross Ave., Dallas 1, Texas  
 Will-Burt Co., Orrville, Ohio  
 Willcox & Gibbs Sewing Machine Co., 214 W. 39th St., New York 18, N. Y.  
 Williams & Davis Boiler & Welding Co., Inc., 2527 Canton St., Dallas 1, Texas  
 Williams Laundry Machinery Co., Inc., 37-16 22nd St., Long Island City 1, N. Y.  
 Williams, I. B., & Sons, 51 Washington St., Dover, N. H.  
 Wilson, A. L., Chemical Co., 38 Passaic Ave., Kearny, N. J.  
 Windsor Chemical Co., P. O. Box 8, Peekskill, N. Y.

Winner, Joe L., 281 S. Hilton St., Baltimore 29, Md.  
 Wire Specialties & Mfg. Corp., 1348-50 12th St., Denver 4, Colo.  
 Wizard Weavers, 135 E. Gay St., Columbus 15, Ohio  
 Wolf, Jacques, & Co., Box 839, Passaic, N. J.  
 Wolf Machine Co., 2203 Fowler St., Cincinnati 6, Ohio  
 Wolke, A. F., Co., 1902 Silver St., New Albany, Ind.  
 Wolkind Bros., 45 N. Division St., Buffalo, N. Y.  
 Wolverine Sales, Storey Rd., Belding, Mich.  
 Wonder Wash Corp., 710 Milton Rd., Rye, N. Y.  
 Wonder Weavers, 44 Whalley Ave., New Haven 11, Conn.  
 Wood Conversion Co., First National Bank Bldg., St. Paul 1, Minn.  
 Wood, George, Sons & Co., 512 Walnut St., Philadelphia 5, Pa.  
 Woodhead Insurance Agency, 510 Insurance Exchange Bldg., Kansas City 6, Mo.  
 Wood's, T. B., Sons Co., Chambersburg, Pa.  
 Woodward Valve Repair, 624 Main St., Woodward, Okla.  
 Worcester Salt Co., 40 Worth St., New York 13, N. Y.  
 Wormstead, Smith & Loomis, Inc., 77 Washington St., N., Boston 14, Mass.  
 Worthington Pump & Machine Corp., Worthington Ave., Harrison, N. J.  
 Wright-Austin Co., 3245 W. Woodbridge St., Detroit 26, Mich.  
 Wisley, Allen B., Co., 6801 W. 65th St., Chicago, Ill.  
 Wyandotte Chemicals Corp., Biddle Ave., Wyandotte, Mich.  
 Wytana Mining Co., 331 First Federal Bldg., St. Paul 1, Minn.

**Z**

Yarnall-Waring Co., 138 Mermaid Ave., Philadelphia 18, Pa.  
 Yeomans Bros. Co., 1999 Ruby St., Melrose Park, Ill.  
 York-Shipley, Inc., York, Pa.  
 Young, John A., 7 Central Ave., West Barrington, R. I.  
 Young Radiator Co., 709 S. Marquette St., Racine, Wis.  
 Youngstown Container Corp., 7300 Pleade St., Pittsburgh 8, Pa.  
 Zallee Bros., Taylor & Locust Sts., Wilmington, Del.  
 Zeidler Mfg. Co., 61 Westchester Ave., White Plains, N. Y.  
 Zellermyer, Nathan, & Co., 2106 Washington Ave., New York, N. Y.  
 Zenith Electric Co., 146 W. Walton St., Chicago 10, Ill.  
 Zephyr Laundry Machinery Co., La Salle & Huron Sts., Chicago 10, Ill.  
 Zero Water Softener Mfg. Co., 4985 Elston Ave., Chicago 30, Ill.  
 Zuckerberg Co., 87 Franklin St., New York 13, N. Y.

# LOCAL BUYERS' GUIDE

a geographical directory of manufacturers,  
direct branch offices, jobbers and distributors



## ALABAMA

### ANNISTON

Federal Products Co., Inc.

### BIRMINGHAM

Allegheny-Ludlum Steel Corp., 716 N. 19th St.  
Armour & Co., Industrial Soap Div., 2309 First Ave.  
Armstrong Machinery Co., 424 S. 20th St. (E)  
Ballard, W. P. Co., 1321 First Ave. (E & S)  
Barrett Div., Allied Chemical & Dye Corp., 1327 Erie St.  
Berger Mfg. Div., Republic Steel Corp., 1467 Empire Bldg.  
Bristol Co., Corner Bldg.  
Cupples-Hesse Corp., 905 Frank Nelson Bldg.  
Dixie Laundry Machinery Co., 112 S. 20th St. (E)  
Foxboro Co., P. O. Box 589  
Gariok Packing Co., 319 S. 19th St.  
General Chemical Div., Allied Chemical & Dye Corp., 2313 Morris Ave.  
Ingersoll Rand Co., 1700 Third Ave.  
Kewanee Boiler Corp., 2224 Corner Bldg.  
Klenz, Inc., 1909 50th Pl., N.  
Laundry Cleaners Maintenance Supply Co., 309 First Ave., N. (E & S)

#### NEW—USED—REBUILT EQUIPMENT & MACHINERY

Bailer Room Specialists—Replacement Parts  
Pipes & Pipe Fittings, Expert Pipe Fitters

#### Laundry, Cleaners Maintenance Supply Co.

309 First Ave., N. Harvey Jowers Phone 7-1912  
Birmingham 1, Ala. owner Nite: 2-4726

Link-Belt Co., Corner Bldg.  
M & B Metal, 4415 Morris Ave.  
Middlebrooks Laundry Machinery Co., 424 S. 20th St. (E)  
Morris & Eckels Co., 214 N. 25th St. (E & S)  
Balance Electric & Engineering Co., 1722 First Ave., N.  
Ross, F. H. & Co., Inc., 202 S. 12th St. (E & S)  
U. S. Hoffman Machinery Corp., 2112 Seventh Ave., S.  
Wittichen Chemical Co., 1609 Second Ave., S. (S)  
Worthington Pump & Machinery Corp., 802 Corner Bldg.

### GADSDEN

Puckett & Co., 623 Henry St. (S)

### LEEDS

Star Service Hanger Div., L. A. Young  
Spring & Wire Corp.

### MOBILE

Bemis Bro. Bag Co., P. O. Box 1110  
Dixie Hanger Co., 65 N. Commerce St.  
McDaniel Paint & Varnish Co., 1713 Oak Shell Bldg.

## MONTGOMERY

Dixie Laundry Machinery Co., 1119 Houston St. (E)

### Dixie Laundry Machinery Co.

Complete Drycleaning & Laundry Equipment  
"PROSPERITY"

112 S. 20th St., Birmingham, Ala.  
1119 Houston St., Montgomery 7, Ala.  
Tel. Birmingham 3-5502 or Montgomery 2-5189

Franklin Equipment Co., 310 Houston St. (E)  
Plumix Supply Co., 3 W. Jefferson St. (E & S)  
Ross & Co., Inc., E. H., 51 Lapendle St.

## ARIZONA

### PHOENIX

Bemis Bro. Bag Co., 624 Security Bldg.  
Cowden, John P., P. O. Box 1986 (E)  
Dick's Supply Co., 424 E. Jefferson St.  
Mofford Chemical Co., 323 W. Jackson St. (S)  
Migron Dist. Co., 1315 W. McDowell Rd. (E)  
Tony's Tailor Supply, 1009 N. Second St. (E & S)  
Tri-State Machinery Co., 1622 E. Washington St. (E)  
Western Chemical Co., 625 S. Fifth St. (E & S)  
Worthington Pump & Machinery Corp., 1217 W. Jefferson St.

### TUCSON

Crane Co., 35 E. Toole Ave.  
Western Chemical Co., 207 E. Pennington (E & S)

## ARKANSAS

### FORT SMITH

Cleaners Sales & Service, Inc., 3616 Tontoon Ave.  
Crane Co., 221 S. Ninth St.  
United Machinery Co., 110 N. 10th St. (E)

### LITTLE ROCK

Arkansas Paper Co., 622 E. Markham St. (S)  
Capitol Chemical & Supply Co., 1214-16 Main St. (E & S)  
Coffield & Moore Mfg. Co., 2812 Asher St. (E)  
Cupples-Hesse Corp., 210 Terminal Warehouse Bldg.  
Pusher Products, Inc., P. O. Box 36, Arch St.  
Sta.  
Ramelli, Rudolph, Inc., 500 E. Markham (S)

### NORTH LITTLE ROCK

Thompson Howard Chemical Co., P. O. Box 413 (S)

### TEXARKANA

Louisiana Paper Co., Ltd. (S)

## CALIFORNIA

### ALAMEDA

Hatters Supply House, Inc., 613 Central Ave.

### ATASCADERO

Haertel, Walter, Co., P. O. Box 643

### BELL GARDENS

Brenow Co., 5606 Clark St.

### BERKELEY

Colgate-Palmolive-Peet Co., 2700 Seventh St.  
Martin Equipment Co., Div. American Laundry Machinery Co., 1507 San Pablo Ave.  
Pennsylvania Salt Mfg. Co., 323 Woolsey Bldg., 2168 Shattuck Ave.

### CULVER CITY

National Dye House, 5812 W. Washington Blvd.

### DIABLO

Onken, Edwin S., Co., Box 36 (E & S)

### DOWNEY

Darnell Corp., Ltd., 12000 Woodruff Ave.

### EL MONTE

Clayton Mfg. Co., 1363 N. Temple City Blvd.

### EMERYVILLE

Besler Corp., 4053 Harlan St.  
Westinghouse Air Brake Co., Industrial Products Div.

### ESCONDIDO

Hoover's, Joe R., Cleaning & Laundry Supply Co., P. O. Box 652 (E & S)

### FRESNO

Hildebrand Supply Co., 2225 Fresno St. (E & S)  
Mitchell, J. B., Co., 4916-28 W. Jefferson Blvd.  
Naman Supply & Equipment Co., 3207 E. Tulare St. (E & S)

### GLENDALE

California Cleaners Equipment & Supplies, 1065 S. Central (E & S)  
Flexonics Corp., 109 Glendale Ave., S.  
Newhouse Co., 1247 E. Colorado Blvd.

### HUNTINGTON PARK

Huntington Supply Co., 6905 Santa Fe Ave. (S)

### LA CANADA

Sec-O-Matic Corp., Div. International Projector Corp., 4551 Alveo Rd.

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Crane Co., 824 W. Anaheim St.  
Federal Cleaners & Chemical Supply, 412 E.  
Third St. (E & S)

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**American Laundry Machinery Co., 1442  
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Carrier Corp., 5330 Harbor St., P. O. Box 6768  
Cash, J. & J., Inc., 112 W. Ninth St.  
Challenge Marking Tag Co., 4310 W. Jefferson  
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flow, Inc., 8255 Compton Ave. (E)**  
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**Detrex Corp., 625 S. Anderson St.**  
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Globe Ticket Co. of California, 420 S. San Pedro  
St.  
Goss-Jewett & Co., 4700 E. 48th St. (S)  
Hagaman, Thad., 8480 S. Main St. (E & S)  
Handy Button Machine Co., 1126 S. Los Angeles  
St.  
Handy Specialties, 9159 W. Pico Blvd.  
Hart-Cobb-Carter Co., 816 S. Los Angeles  
Haskette Mfg. Corp., 438 Chamber of Com-  
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Herbids Powder Co., 1151 S. Broadway  
**Hild Floor Machine Co., 4271 W. Third  
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**Hollingsworth & Vose Co., 649 S. Olive St.**  
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Place  
International Nickel Co., Petroleum Bldg.  
**Johns-Manville, 816 W. Fifth St.**  
Jones, H. H., "Tiny," 135 East Ave. 35 (E)  
Kelite Products, Inc., P. O. Box 2917, Terminal  
Annex Station  
Kennedy Car Liner & Bag Co., Inc., 4915 Mel-  
rose Ave.  
Kewanee Boiler Corp., 320 Crocker St.  
Kidde, Walter, & Co., Inc., 3327 W. Washington  
Blvd.  
Kinball, A. Co., 730 S. Los Angeles St.  
Kirk's Leather Cleaners, 7320 Melrose Ave.  
**Kohnstamm, H., & Co., Inc., 4735 Dis-  
trict Blvd. (E & S)**  
**Lamson Corp., Blower Div., 306 E. Wash-  
ington Blvd.**  
Link-Belt Co., 361-369 S. Anderson St.  
Little Giant Specialties, 1375 Riverside Dr.  
Los Angeles Chemical Co., 1960 Santa Fe Ave.  
(S)  
Los Angeles Soap Co., 617 E. First St. (S)  
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Mallinckrodt Chemical Works, 923 E. Third St.  
Manning, Maxwell & Moore, Inc., 1325 Santa  
Fe Ave.  
Mason-Neelan Regulator Co., 1457 S. Concord  
St.  
Mefford Chemical Co., 1026 Santa Fe Ave. (S)  
Mexico Refractories Co., 4599 Pacific Blvd.  
Midland Paint & Varnish Co., 6605 Hollywood  
Blvd.  
Mine Safety Appliances Co., 325 Wall St.  
Mitchell, J. B. Co., 4916-28 W. Jefferson Blvd.  
(E)  
Mund Boilers, Inc., 1600 N. Indiana St.  
Nagel Coat Hanger Co., 3213 S. San Pedro St.  
Nicholas, Ben L., Cleaners & Laundry Equip-  
ment, 1067 North & Hill Bldg. (E)  
North American Electric Lamp Co., 1513 Mateo  
St.  
Nuodex Products Co., Inc., 912 E. Third St.  
Oakite Products, Inc., 1001 E. First St.  
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Parker, Sol E., Boiler Mfg. Co., Inc., 2035 E.  
37th St.  
Patek & Co., 622 S. Anderson St. (E & S)  
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cal Corp., 301 West Ave. 26  
Pennsylvania Salt Mfg. Co., 1820 Loma Vista  
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Permutit Co., 124 W. Sixth St.  
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Steamaster Automatic Boiler Co., 5819 S. Com-  
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Stephens-Adams Mfg. Co., 2227 E. 37th St.  
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moreland Ave.  
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Surrewhite Bleach Co., 6019 S. Riverside Dr.  
Tanner Supply Co., 1515 Compton Ave. (E & S)  
**Taylor Host Inc., 718 N. Avenue 53**  
**Textile Hosiery Machine Co., Inc., 2184  
W. Washington Blvd.**  
Tingue Bros. & Co., 723 E. Washington Blvd.  
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chine & Metals, Inc., 4909 W. Jefferson Blvd.  
Turo Products, Inc., 6135 S. Central Ave.  
Union Oil Co. of California

United Chemical & Supply Co., 8231 Compton  
Ave. (E & S)  
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W. Pico St.**  
U. S. Mining Corp., 6363 Wilshire Blvd.  
U. S. Rubber Co., 784 S. San Pedro St.  
U. S. Tissue Converting Co., 1846-50 W. Wash-  
ington Blvd.  
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Ave.**  
Wellington Sears Co., 111 W. Seventh St., Room  
414  
Western Chemical Co., 3270 E. Washington Blvd.  
(E & S)  
**Westvaco Chemical Div., Food Machin-  
ery & Chemical Corp., Pacific Electric  
Bldg., Sixth & Main Sts.**  
Wilcox & Gibbs Sewing Machine Co., 122 E.  
Ninth St.  
Wolf, Jacques, & Co., 4308 S. Broadway  
Wood, George, Sons & Co., McComas Building  
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**Yarnall-Waring Co., 1855 Industrial St.**  
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**Multi-Clean Products, Inc., 197 Poplar  
St.**

## NEWARK

**Westvaco Chemical Div., Food Machin-  
ery & Chemical Corp.**

## OAKLAND

Brunde, B. H., 2915 Harrison St.  
California Laundry Equipment Co., 2221 Union  
St. (E)  
Cleaners Equipment Exchange, 3601 San Pablo  
Ave. (E)  
Cleaning Equipment & Machinery Co., 3281  
Grove St. (E)  
Clorox Chemical Co., 850 42nd Ave.  
Echeo Sales & Mfg., 501 E. 12th St. (E & S)  
GMC Truck & Coach Div., General Motors  
Corp., 2121 Keralita St.  
Gerlich's, 309 13th St. (S)  
Golding Cleaners Repair Co., 2008 12th Ave.  
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Russell, W. H. & Co., 600 16th St. (E)  
Tark Clock Co., Inc., 222 29th St.  
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Westro Paper Products Co., 2305 62nd Ave.

## PALO ALTO

Carver Pump Co., 412 Kipling St.

## PASADENA

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Lowe, Claude Associates, 308 Oak Knoll  
Bldg., 880 E. Colorado St.

## PETALUMA

Kresky Mfg. Co., Inc., 307 Third St.

## REDLANDS

Muller, A. O. Co., 226 Nondine St.

## RICHMOND

Tri-Sheen Corp., 1230 Edward St.

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## SACRAMENTO

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Continental Chemical Co., 407 1/2 You St. (S)  
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**U. S. Hoffman Machinery Corp., 2360  
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## SAN CARLOS

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## SAN DIEGO

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flow, Inc., 2950 National Ave.**  
Economy Hanger Machine & Equipment Co.,  
4324 N. 37th Ave.  
Harrigan's Laundry & Cleaning Equipment, 3473  
University Ave. (E)  
Kester & Jones Service, 6733 E. Chapin Blvd. (E  
& S)

(Continued on next page)

# LOCAL BUYERS' GUIDE

## San Diego (Continued)

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**Pre-Marked Strip Tag Co.**, 3232 India St.  
 Ragland & R., Machinery Co., 1401 Imperial Ave. (E)  
 Southwest Supply Co., 319 Eighth Ave. (E & S)  
 Thacher, Lester E., & Co., 115 West F St.  
**U. S. Hoffman Machinery Corp.**, 3473 University Ave.

## SAN FRANCISCO

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 American Mineral Spirits Co., 725 Second St.  
 American Scaffolding Co., 1070 Bryant St.  
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 Aradig Mfg. Co., 1950 16th St.  
 Bailey Meter Co., 424 Sharon Bldg.  
 Baidinger, W. A., & Co., 30 Otis St. (S)  
 Barlett Sunlight Paint Co., 301 Mission St.  
 Bemis Bro. Bag Co., 1000 Sansome St.  
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**Bowser, Inc.**, 468 Ninth St.  
 Braun, P. N., Inc., 1243 Van Ness Ave. (E)  
 Braun Knecht-Heinen Co., 1400 16th St. (S)  
 Bristol Co., 40 Berry St.  
 Browning E. S. Co., 1513 Third St. (S)  
**Calgon, Inc.**, 2 Pine St.  
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 Fair Bearing Co., 434 Larkin St.  
 Farrar Industrial Products Co., 438 Clementina  
**Flexonics Corp.**, 637 Powell St.  
 Foxboro Co., 266 Fremont St.  
 Franklin Research Co., 7 Front St.  
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 General Dyestuff Corp., 37 Clementina St.  
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 Graton & Knight Co., 1219 Folsom St.  
 Hammel-Dahl Co., 116 New Montgomery St.  
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**Trinity Pl.**  
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Autographic Register Co., 30 Huntington Ave.  
Bailey Meter Co., 120 Milk St.

(Continued on next page)

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 Bay State Garment Machine Co., 252 Harrison Ave. (E)  
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 Brewer & Co., Inc., 131 State St.  
 Brillo Mfg. Co., Inc., 27 School St.  
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 Galgon, Inc., 49 Federal St.  
 Calumet Mfg. Inc., 29 Chestnut St.  
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 Dravo Corp., 70 Milk St.  
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 Garment Machinery Co., 374 Tremont St. (E)  
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 General Dyestuff Corp., 255 Atlantic Ave.  
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(Continued on next page)

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(Continued on next page)

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(Continued on next page)

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Given an opportunity to enroll in the Payroll Savings Plan they respond immediately—as evidenced by the fact that more than 2,000,000 men and women have joined the Payroll Savings Plan since January 1, 1951.

The monthly take-home savings of the 7,500,000 now in the Payroll Savings Plan totals \$150,000,000 per month—and growing rapidly.

As a step toward your personal security, and the security of your associates, bring this page to the attention of your top executive. Tell him that—

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- The Savings Bond Division, U. S. Treasury Department, Suite 700, Washington Building, Washington, D. C., will gladly help your company with suggestions, posters, envelope stuffers and other aids.

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## The NATIONAL CLEANER & DYER



# Thinking About *Shirt Laundering, Perhaps...*

## STARCHROOM LAUNDRY JOURNAL

in its 1953 LAUNDRY PRIMER SERIES on LAUNDRY FINISHING OPERATIONS, will give you the "How to" information needed to add quality shirt finishing to your operations.

EDITOR JIM BARNES says this about the new PRIMER SERIES:

***If you're thinking about  
shirt laundering, you need  
STARCHROOM!***

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### STARCHROOM LAUNDRY JOURNAL

304 East 45th Street, New York 17, N. Y.

Please enter my subscription to STARCHROOM LAUNDRY JOURNAL for 1 year at \$4.00 ( ) Check Enclosed  
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• • • • •

"All of the articles are written by Miss Margaret M. Reschetar of Allis Laundry & Drycleaning Company, West Allis, Wisconsin. Margaret Reschetar devoted four years to demonstrating finishing equipment and training operators in scores of laundry plants throughout the United States and Canada. Except for those four years, she has been for over 15 years in the family laundry business in West Allis, Wisconsin, with her parents and sister. Today she is in direct supervision of all training activities in that plant. It is the belief of STARCHROOM's Editors that Miss Reschetar is one of the best qualified persons in America to write such a series—especially from the point of view of the drycleaner who is new to finishing operations or one who has a need for getting a training program and set of finishing standards set up and off to the right start."



# Sidelines?

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**more  
drycleaners**

*Advertise*

**in The**

**NATIONAL  
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and DYER**

**Than in all other publications COMBINED**

***More than twice  
as many as in  
the second paper***

Drycleaners want sure, fast results when they use classified advertising to sell or buy plants or equipment, to hire new employees, to seek new job connections.

Naturally, they turn to the publication which in their own experience is the most readable, the most worthwhile, the most influential.

That's why they send their classified ads to the NATIONAL MARKET PLACE in the publication they consider No. 1 in the drycleaning industry—The NATIONAL CLEANER & DYER

# NATIONAL MARKET PLACE

## Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

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Add five words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Be sure to write your copy, name and address plainly. Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

### CLEANING PLANTS FOR SALE

**LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** **RICHARD J. MULLER**—Lic. Broker, 89-16 184th St., Jamaica, 3, N. Y. Tel: REpublic 9-3016. 1451-2

For Sale—Laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL**, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291, 4648-2

**FOR SALE—SOLVENT PLANT IN CALIFORNIA.** Leading wholesale and retail plant in town of over 100,000 population. With modern equipment. Established since 1925. Yearly gross \$150,000. Total price with real estate \$150,000, without real estate \$80,000 with long lease. **WELL WORTH INVESTIGATING** for the right party. **ADDRESS:** Box 4930, **NATIONAL CLEANER & DYER.** -2

**WELL-ESTABLISHED SOLVENT PLANT in OHIO**, county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. **ADDRESS:** Box 5244, **NATIONAL CLEANER & DYER.** -2

For Sale—Cash \$35,000—U. S. Hoffman Economy Petroleum unit. Three combination, one wool, three hot heads Model X presses. 15 H.P. natural gas-fired boiler. All bought new April 1947. 150 x 150' lot, building concrete blocks, 30 x 70'. 3 trucks. Population 8,000. **ADDRESS:** Box 5261, **NATIONAL CLEANER & DYER.** -2

**PHOENIX, ARIZONA**—Modern Stoddard cleaning plant, long lease \$60 per month, \$25,000 gross, \$19,500. **ADDRESS:** Box 5267, **NATIONAL CLEANER & DYER.** -2

**FOR SALE:**—Modern laundry and drycleaning plant in Midwest. Building and equipment new since 1946. Doing \$135,000 annual business. See, investigate, and make an offer. Anything reasonable will be considered. Doctor says quit. Interview open to reliable party by appointment. **ADDRESS:** Box 5268, **NATIONAL CLEANER & DYER.** -2

**IMMEDIATE INCOME—UNUSUAL OPPORTUNITY**, paying business, perfect for couple. Come see for yourself. Terms. Griffin Dry Cleaners, 601 Smith Ave., Thomasville, Georgia. 5270-2

**DRYCLEANING PLANTS, STORES AND FUR STORAGE VAULTS SPECIALIST**, also stores and fur storage vault rentals. **FRANK DEUTSCHER**, 16 Court St., Brooklyn, N. Y. Triangle 5-2313. 5271-2

Best small-town plant in central Illinois. Fully equipped. Grossing \$300 weekly. Owner has other interest, reason for selling. **ADDRESS:** Box 5272, **NATIONAL CLEANER & DYER.** -2

For Sale—Well-established, profitable drycleaning business, modern equipment, good location and reputation in good Kentucky town. Owner wishes to leave state. **ADDRESS:** Box 5298, **NATIONAL CLEANER & DYER.** -2

Established drycleaning business in Ohio valley. Owner has other interest. \$300 weekly. Volume can be greatly increased. **ADDRESS:** Box 5312, **NATIONAL CLEANER & DYER.** -2

Modern drycleaning plant in West Texas. Completely equipped. Established 1921. Quality work. Volume \$35,000. Price \$30,000, one-half cash, \$15,000. **ADDRESS:** Box 5313, **NATIONAL CLEANER & DYER.** -2

**MISSOURI MONEY-MAKER!** A modern, well-equipped **DRY-CLEANING PLANT**, ideally located in a major Missouri city. Established in 1928, this business nets \$10,000 a year! This is a complete set-up for all cleaning and dyeing, in a fine 55 x 60 brick building. Included in the low purchase price of just \$44,000 is an extra building which brings in additional income as a branch office. Write **BOND & CO.**, 3512 East Colfax, Denver, Colorado . . . about No. Q-5683-Mo. 5314-2

**FOR SALE:**—Drycleaning plant (solvent) West Coast of Florida. City of over 100,000 population and still growing fast. Doing \$100,000 yearly, could easily be doubled by younger man with ambition. Owner wishes to retire. Well-equipped almost 100% Hoffman. Cash-and-carry, seven stores. Take at least \$25,000 to handle or would lease to the right responsible party. Worth investigating if interested. **ADDRESS:** Box 5326, **NATIONAL CLEANER & DYER.** -2

Modern solvent plant in Ozark playground area of Arkansas. Doing good business. Price \$7,500. **ADDRESS:** Box 5327, **NATIONAL CLEANER & DYER.** -2

Petroleum solvent plant, very modern, with storage vault. 3 years old and growing in volume and popularity. 80% of volume cash-and-carry, over \$24,000 last year. Cash-and-carry prices \$1.25, delivery \$1.50. We do no soliciting. We are located in the most beautiful town in Northwest. Rent \$45 monthly, long lease, wonderful climate, good fishing and hunting. Photo furnished if interested. Price \$22,500. Reason for selling, eyes failing. **ADDRESS:** Box 5328, **NATIONAL CLEANER & DYER.** -2

**COMPLETE SOLVENT PLANT, NEAT COMBINATION UNIT.** Motor-driven; used a few months. All you need is a sewing machine. This would cost you over \$12,000 new. This is your chance, laundryman, to add cleaning for 2-man cleaning plant. Small down payment. Payment can be arranged to suit you. Will pay you to investigate this. **ADDRESS:** Box 5331, **NATIONAL CLEANER & DYER.** -2

**ATTRACTIVE** set-up for right party. Profitable business with new equipment, \$10,000 down—terms on balance. Write: 35 Summit Ave., Albany, N. Y. 5332-2

Well-established solvent plant in very prosperous farming area. Excellent Hoffman equipment, 7 years old and good building. Truck route with 18 agencies, \$32,000 yearly average and can be expanded. North Central Illinois. Must sell because of health. **ADDRESS:** Box 5336, **NATIONAL CLEANER & DYER.** -2

**WILL SELL CHEAP**—Complete drycleaning plant. Three Prosperity presses, 6-A unit. All other equipment such plant needs except boiler. Capital City Laundry, 28 N. Cameron St., Harrisburg, Pa. 5343-2

## CLEANING PLANTS WANTED

**WANTED-PLANTS-ALL KINDS**-New York, New Jersey, Connecticut. **BUYERS WAITING-LIST YOURS. RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1**

## PARTNERSHIP WANTED

Do you want a partner **WITHOUT MONEY**, but years of experience, NICD graduate who is ambitious, dependable family man? **ADDRESS: Box 5333, NATIONAL CLEANER & DYER. -11**

## HELP WANTED

**WORKING FOREMAN** for central Illinois long-established, high quality, exclusive drycleaning plant. New buildings and equipment, \$150,000 annual volume. Must have expert knowledge and experience in every phase of drycleaning, also training new help. Here is a rare opportunity for a well-informed, sober and dependable married middle-aged man to permanently connect himself and secure his future with a high-class organization. Please give full and detailed experience in first letter. **ADDRESS: Box 5264, NATIONAL CLEANER & DYER. -7**

Tailor or tailor-presser to take complete charge of alterations and repairs in modern cleaning plant in upstate New York. This is a steady job for a good steady worker. **ADDRESS: Box 5305, NATIONAL CLEANER & DYER. -7**

Manager for modern cleaning and laundering plant with stores, doing \$300,000 annual volume in city of 250,000 people in New York State. Here is a rare opportunity for a well-informed, sober and dependable married middle-aged man to permanently connect himself, and secure his future with a high-class organization. Give full and detailed experience in first letter. **ADDRESS: Box 5317, NATIONAL CLEANER & DYER. -7**

**EXECUTIVE-PLANT SUPERINTENDENT** capable of controlling a large drycleaning plant and shirt laundry operation in the most modern plant in Ohio. Must be well educated, with knowledge of costs of all operations, and thoroughly experienced in all phases of production. Excellent salary. Write: **Box 5318 NATIONAL CLEANER & DYER**, giving full details of your qualifications, age and a photograph. Arrangements will be made for an interview. -7

**SUPERVISOR OR MANAGER** for chain store operation. Must be capable of handling personnel and controlling up to thirty retail stores. Should be well educated and have had experience in the retail field. Good salary and other advantages. Plant located in Ohio. Write: **Box 5319, NATIONAL CLEANER & DYER**, giving exact information as to qualifications, age and a photograph. Arrangements will then be made for an interview. -7

A-1 spotter for quality synthetic plant, 35 miles from New York City. No drifters. Salary \$100. Reply must give complete background. Fashion Cleaners, Inc., 352 Elm St., Stamford, Conn. Tel: 3-3971. 5322-7

Presser-pleater, responsible, permanent position, good pay, pleasant co-workers, references, apply in person. Gallon & Wolf Cleaners, Inc., 211 Glen Cove Ave., Sea Cliff, L. I. 5323-7

Spotter, experienced, resourceful, steady, good pay to quality man, apply in person. Gallon & Wolf Cleaners, Inc., 211 Glen Cove Ave., Sea Cliff, L. I. 5324-7

Experienced Spotter for quality work, steady, New York City. Send references and qualifications to Aladdin Cleaners, 207 W. 79th St., New York, N. Y. 5338-7

**PRESSER** for silk and rough, quality work, New York City. Please give full and detailed experience in first letter. Aladdin Cleaners, 207 W. 79th St., New York, N. Y. 5339-7

**YOUNG MARRIED MAN** as working foreman. Must be experienced in Sanitone cleaning, silk spotting, training help and work flow. Opportunity for right man looking for a future to work into business. Plant located in medium-size town in Middle West. **ADDRESS: Box 5342, NATIONAL CLEANER & DYER. -7**

## SITUATIONS WANTED

Present United States Army "Laundry and Drycleaning Specialist" for Military District of Washington, Ft. Myer, Va. Drafted, discharge **2 MARCH 1953**. Past active superintendent and consultant, "Servite" Chemische Wascherei, Bern, Switzerland. (See article: "Yankee in Switzerland," February 1951 issue, The National Cleaner and Dyer.) **INTERESTED IN FOREIGN OR AMERICAN SPECIALIZED POSITION**, drycleaning and/or laundry, rug cleaning, fur cleaning and cold storage. **TEN YEARS EXPERIENCE, KNOWLEDGE AND TRAINING** consisting of: (1) construction, organization, plant layout, maintenance, personnel supervisory; (2) incentive plan, job breakdown, administration and sales progress. Graduate NICD, member AIL, especially realistic to quality, practical to production in European and American technique. **ADDRESS: Box 5283, NATIONAL CLEANER & DYER. -5**

Salesman, fieldman's job with future wanted by practical man with 26 years' experience, drycleaning. Operated own plant last thirteen years. Go anywhere. **ADDRESS: Box 5296, NATIONAL CLEANER & DYER. -5**

Manager, silk spotter, twenty years' experience in all departments, married, 43 years old, wants steady position in quality plant. Go anywhere. Prefers Northwest. **ADDRESS: Box 5297, NATIONAL CLEANER & DYER. -5**

**SUPERVISOR OR MANAGER**, excellent spotter, NICD graduate, broad knowledge of all phases of drycleaning, production-minded, able to train help. Married, family man. Desires position with future, larger city or nearby preferred. **ADDRESS: Box 5304, NATIONAL CLEANER & DYER. -5**

**SALESMAN**:-Are you in need of a good representative, for the states of Florida and Georgia, one that has had twenty-five years in the drycleaning industry, of which ten were in the selling of chemicals and soaps to the trade? Can serve as a field man, have full control of the drycleaning room. **ADDRESS: Box 5321, NATIONAL CLEANER & DYER. -5**

Young family man, age 29, experienced in all phases of laundry and drycleaning. Well-trained, enthusiastic, dependable, 2 years college. Desires opportunity with progressive cleaner or quick service laundry plant. Prefer mid-west. Address: **Box 5325, NATIONAL CLEANER & DYER. -5**

## SALESMEN WANTED

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesman with contacts among drycleaners and laundries to sell straight pins, staples, office supplies and printing on profit-sharing plan. State experience and what contacts you have. **ADDRESS: Box 4337, NATIONAL CLEANER & DYER. -14**

## MISCELLANEOUS

**MAKE CLOTH-COVERED BUTTONS AND BUCKLES**. Serve your customers and save headaches. **MAXANT BUTTON, 121 S. Morgan, Chicago 7, Ill. 147-8**

**ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES**. Save on labor-cut down complaints-speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS**. We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO., 2610 Clay Ave., Fresno 1, California. 3476-8**

**SUEDELEATHER** elbow and knee **PATCHES \$4.00** for 24-**KNITTED CUFFS \$3.00** for 24. Tailor trimmings, sewing-room supplies at lowest price. Free price list. Nassau Notionhouse, Nassau, N. Y. 4779-8

**PADS-COVERS-FLANNELS** for **STEAM PRESSES**. A good source of supply at lowest prices, quality considered. Write: **FRANKLIN TEXTILE MILLS, DEPT. N., FRANKLIN PARK, MASS. 4833-8**



## MISCELLANEOUS (Cont'd)

**ANDREA MEASURING CHART**, it takes length and width at the same time. **CUTS CHECKER'S TIME IN HALF**. M. Andreas, 156 East 88th St., New York 28, N. Y. 5119-8

**100 TALON TROUSER ZIPPERS \$11.50**, other bargains in zippers, thread, buttons. Ask for our special sale price list and catalog. **NASSAU NOTIONHOUSE**, NASSAU, N. Y. 4778-8

**EVERYTHING IN CHEMICALS AND SUPPLIES**—Special prices on hangers, bags, safety pins, marking tags, pads and covers. Write for new reduced price list for everything in the line. **SAMUEL CHEVLIN CO.**, 3127 N. Halsted St., Chicago 14, Ill. Blittersweet 8-1492. 5285-8

**BUTTONS, BUTTONS, BUTTONS**. All sizes. Men's buttons in plain and assorted colors; assorted ladies buttons; all types of military buttons. Lowest prices. Write for price list. **Clinton Sales Co.**, P. O. Box 601, Rochester 2, N. Y. 5329-8

**CELLOPHANE TAPE**, 90¢ ROLL. **FACTORY FRESH 1/2" x 2592"** MINIMUM SHIPMENT 48 ROLLS. **SEND CHECK**. **WE PREPAY DELIVERY**. **BECKLEY CO.**, 20-22 GEORGE ST., SOUTH RIVER, NEW JERSEY. 5335-8

## DYEING

**SHARP'S RE-DYEING COMPANY—DYEING EXCLUSIVELY WHOLESALE ONLY**. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

**FROM COAST TO COAST LOEBL'S EXPERT DYEING IS KNOWN FOR QUALITY**. To give you top results **EVERY PIECE** is carefully examined before and after dyeing. Individual attention plus our semi-finished service, easy to press, steamed, shaped and stretched gives you **BETTER DYEING. FOR SERVICE, SATISFACTION**, ship your work to **LOEBL DYE WORKS, INC.**, 348 W. SALEM AVE., ROANOKE, VA. Price list, color card, shipping supplies free on request. 4959-12

**SENECA DYERS—EASY-TO-FINISH DYED WORK—TO THE TRADE ONLY**. If you want the "BEST" send your next dye order to the **SENECA DYERS**, 1227 MAPLE STREET, ROCHESTER 2, N. Y. 1562-12

**MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING**. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card mailing material, free on request. **MAJESTIC DYE HOUSE**, 3920 West Armitage, Chicago 47, Illinois. 4157-12

**AMERICA'S FINEST GARMENT DYEING**: Serving several thousand **CLEANERS FROM COAST TO COAST**, wholesale only since 1917. Our large three-story plant is modernly equipped, and our high-grade-dyeing will prove an asset to your business. **KRAN-MER** is a money-maker for the cleaner. Send us a trial and be convinced. **KRAN-MER DYE HOUSE**, 2435 North Third Street, Milwaukee, Wisconsin. 4835-12

**SUEDES AND LEATHERS** cleaned and dyed to perfection. Prompt service. Fully insured. Reasonable prices. Ship to **THE SUEDE KING**, 1311 East State Street, Sharon, Pa. 5234-12

**WHOLESALE GARMENT DYEING. SERVICE AND QUALITY**. **DICKSON'S DYE WORKS**, 1329 ALEXANDER STREET, HOUSTON 8, TEXAS. 5320-12

Do it yourself, recolor leather jackets like new with **Renew Leather Finish**. Just brush it on and let it dry, the result . . . the jacket will look just like new. It's permanent, waterproof, preserves the leather, non-inflammable. (Not good for suede). Colors: Gray, light brown, medium brown, dark brown, black. \$1.50, 6 oz. Postpaid. Enough for 2 jackets. **Advance Leather Coloring**, 90 Herzl St., Brooklyn 12, N. Y. 5330-12

## POWER PLANT EQUIPMENT FOR SALE

Cyclotherm high-pressure steam generator, 15 horsepower; 4 unit heaters, largest 12 horsepower. A-1, priced to sell. **ADDRESS: Box 5334. NATIONAL CLEANER & DYER**. -36



Cleaning and laundry sales are soaring for smart firms that use the famous Martin Kolorcards.

This personalized, full color, direct-mail-customer-control is effective. Results prove it!

Martin Kolorcards are original and exclusively yours in your area.

Write now for a full set of samples and information on how to use this tested, proven successful direct mail and enclosure advertising!

*all cards are in full COLOR*

**MAIL  
THIS  
COUPON  
TODAY!**



No Reba Martin salesman will ever call on you. Our business is built entirely on the method we offer you . . . effective direct mail.

**REBA MARTIN, INC.**  
4201 N. W. 2nd Ave.  
Miami 37, Florida

**REBA MARTIN, INC.**  
4201 N. W. 2nd Ave., Miami 37, Florida

Please send us free sample set of Martin Kolorcards and information about effective advertising for cleaners and laundries.

Firm Name

Address

City

Your Name

## TRAINING SCHOOLS AND INSTRUCTIONS

**ARE YOU A HUBBARD SCHOOL GRADUATE?** Plant owners ask for them. No matter who or where you are, you can get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog, covering ten approved courses, **HUBBARD CLEANING SCHOOL**, Silver Spring, Md. 154-B-15

Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2, **Empire Institute of Tailoring**, 442 E. 5th St., Hazleton, Pa. 3974-15

## MACHINERY WANTED

**WANTED: USED "HOFFMAN" UTILITY PRESSES**, any model, any amount, located Texas near Mexican border. Address offers to: "M.A.T.S.A.," Dr. Pasteur 113, **MEXICO, D. F., MEXICO**. 4047-3

**IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 5202-3

Wanted: **TEXTAG MARKING SYSTEM**, 40 to 50 lots, must be in good condition and reasonably priced. **ADDRESS: Box 5315, NATIONAL CLEANER & DYER**. -3

## MACHINERY FOR SALE

**REBUILT TO WEAR WITHOUT REPAIR.** Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalogue or visit us. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel.: EV-9-6585. 5199-4

**WILLIAMS HAS A COMPLETE STOCK OF DRYCLEANING AND LAUNDRY MACHINERY, COMPLETELY REBUILT, GUARANTEED ONE YEAR, AVAILABLE IMMEDIATE DELIVERY. CALL WILLIAMS FIRST FOR BARGAINS. SERVING THE INDUSTRY FOR THE PAST 30 YEARS, WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-16 22nd Street, Long Island City 1, New York, Stillwell 6-6666. 4625-4

**GROSS 42 x 84"** all-metal drycleaning washer, also American 36 x 64" maple cylinder, also American 42 x 64" maple cylinder, also American 30 x 48" maple cylinder. Rebuilt, guaranteed, immediate delivery. Very reasonably priced. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-16 22nd Street, Long Island City 1, New York, Stillwell 6-6666. 4626-4

**AMERICAN 60"** Monel open-top extractor, also American 48" open-top Monel, also American 30" solid curb, also American 18" Monel, motor driven. Rebuilt, guaranteed, immediate delivery. Very reasonably priced. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-16 22nd Street, Long Island City 1, New York, Stillwell 6-6666. 4628-4

For drycleaning-laundry machinery try **KEEL COMPANY**, 7230 N. Western Avenue, Chicago 45, Illinois. 1463-4

**NEW SAN-I-SYSTEM** synthetic drycleaning machines. Complete factory service and standard warranty. Finance terms arranged. **CLEANERS SERVICE COMPANY**, 314 W. Main Street, Belding, Michigan. 4566-4

**SEC-O-MATIC** reconditioned synthetic cleaning units at real bargains. Factory rebuilt and guaranteed. Easy terms. Immediate delivery. Write for literature and prices on available equipment. **SEC-O-MATIC Corp.**, 57 La France Ave., Bloomfield, N. J. 5013-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably; can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y., EV-9-6585. 5200-4

**DRYCLEANING WASHERS: - BELT-DRIVEN, METAL SHELL AND WOODEN CYLINDERS, IN GOOD OPERATING CONDITION; 36 x 48" VORCLONE; 36 x 54" VORCLONE, 42 x 54" GROSS. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 5290-4

## MACHINERY FOR SALE (Cont'd)

**5000-GALLON GROSS CONE-BOTTOM FILTER with MONEL SCREENS; 10 - 20 x 20" AMERICAN & HOFFMAN MONEL METAL OPEN-END WASHERS. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 5289-4

42" utility press. **Randall's Cleaning Plant**, Brookside Avenue & Nassau Road, Hempstead, N. Y. 5274-4

**IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 5201-4

Reconditioned like new **FUR SEWING MACHINES**. \$75.00 F. O. B. Philadelphia, Pa. Forward inquiries: -M. J. B., 6844 Souder St., Philadelphia 24, Pa. 5316-4

For Sale: -10 lb. Crystal drycleaning unit. Can be seen in operation. Sacrifice sale. **Duro Cleaners**, 774 Flatbush Ave., Brooklyn, N. Y. 5337-4

**2-SMITH DRUM DRYCLEANING UNITS**, 80 lb. capacity each, stainless steel cylinders, 80 lb. steam pressure. Complete with filter and still. Manual control with timers, motor drives. **Alltex Machinery Corp.**, 141 W. 17th St., New York 11, N. Y. Alg: 5-4170. 5340-4

**American Schramm 54 x 124"** table type, high speed curtain stretcher for sale in perfect condition. **Kennedy's Cleanery Co.**, 29 E. Eagle Road, Havertown, Pa. 5341-4

## CONSULTANTS

**IN TROUBLE?** Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU**, SILVER SPRING, MARYLAND. 155-25

**LET US TELL YOUR CUSTOMER!** Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, 44 Fisherville Rd., Route 10, Penacook, N. H. 3635-25

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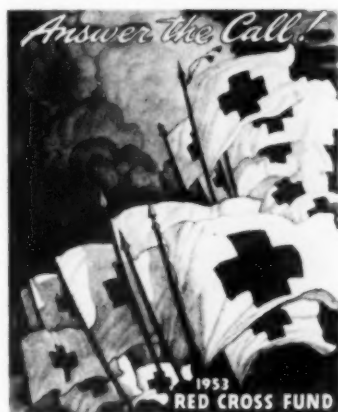
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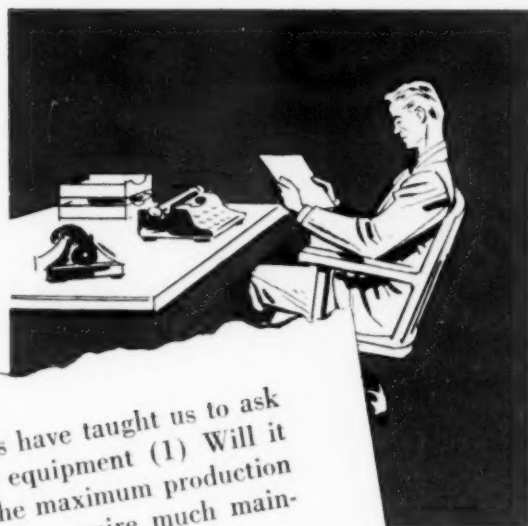
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